

## EXECUTIVE SUMMARY

*Food and drink are people basic needs of society besides clothing and shelter. The Central Statistics Agency, states that Indonesia's population in 2020 grows to 269.6 million people with a productive age of 185.22 million years. This increase is dominated by West Java with 49.57 million people and DKI Jakarta with a total population of 10.58 million. This figure shows an increase compared to 2019 where Indonesia's population was 267 million. This data shows that the availability of food in these areas must be considered in line with the growth of residence because if it is not handled properly it will cause serious problems.*

*The consumption figure of the Indonesian population to meet household needs, such as buying food and beverages, is the biggest contributor to nation GDP. The Central Statistics Agency (BPS) released household consumption expenditures for food and beverages in the first quarter of 2019, which grew 5.29% compared to the first quarter of the previous year (yoy). This achievement was higher than that of the growth total public consumption expenditure of 5.01% (yoy), and the national economic growth of 5.07% (YoY).*

*At the beginning of 2020, the COVID-19 pandemic has swept the world, including Indonesia. It has change the pattern of income and consumption of people. The Central Statistics Agency (BPS) shows the purchase of foodstuffs has increased sharply by 51%. This data was confirmed by the Minister of Finance of the Republic of Indonesia, Sri Mulyani, said there was a change in the pattern of priority community household spending to meet food needs. The Indonesia Government continues to urge people to carry out their activities from home to maintain the health of themselves and others. This change of lifestyle has an impact on the Food and Beverage Industry, that will continue to grow in the midst of the current pandemic has to provide extra service. Every restaurant should simply work with a food service delivery platform that is quite popular in Indonesia. Nielsen's research in Singapore shows that around 58% of Indonesians buy food through an online application via smartphone. The average person who buys food via online food delivery apps from smartphones is 2.6 times a week.*

*The increasing number of online food delivery users is also due to the increasing number of food SMEs joining the digital platform, especially during the current Covid-19 pandemic. One of the leading digital platforms in Indonesia noted that 100,000 SMEs joined within 4 months. However, behind the convenience that SMEs who are*

*incorporated in digital platforms are not the best solution if these SMEs want to develop business and innovate, but are constrained by huge capital when they have to open new branches in a certain area. Therefore, the cloud kitchen concept provides a solution.*

*The Cloud Kitchen concept offers great benefits for Small and Medium Enterprises (SMEs). The Cloud Kitchen concept that will be developed by a delivery service not only offers opportunities for SMEs to expand the market, but it also provides opportunities for SMEs to get maximum profit. According to an analysis by the Institute for Development of Economics and Finance (INDEF), Bhima Yudhistira Adhinegara explained his observations during the Covid-19 pandemic, that the prospect of delivery services became very bright because of working from home, that the government implemented actually pushed the demand for food delivery services to increase. The overall facts are the main reason we built and offer Yuk Makan for SMEs and consumers.*

*Yuk Makan is a form of business that is engaged in the F&B sector, using a cloud kitchen model by facilitating each food and beverage brand that is placed through a shared kitchen. The shared kitchen was formed to facilitate every food and beverage brand that wants to develop their business and innovate but is constrained by capital and knowledge to build a brand that it already has. Brand partners can save the operating costs because the component costs of purchasing equipment and leasing premises can reach 70% -80% of the total investment cost. We use third parties to deliver food and beverages to consumers. Yuk Makan estimates that the market potential will reach IDR 1,350 billion in one year. The market potential value comes from the assumptions based on the number of consumers spread across Jabodetabek.*