

Executive Summary

Healthy lifestyle habits are becoming a new trend due to the adoption of global culture which has become a reference for most people, especially the growing middle to upper class in Jakarta. One of the most common trends is consuming more fresh vegetables. The need for fresh vegetables is also very important, especially amid the global Covid-19 pandemic. The proof is, based on the survey, 79.4% of middle-high income families in Jakarta and its surrounding areas, consume more vegetables than before the pandemic. Also, the growth of vegetable consumption is predicted to increase by more than 45%, equivalent to poultry consumption, according to the Assistant Director General and Representative of the Asia-Pacific Food Agricultural Organization (FAO), Kundhavi Kadiresan. Even business in the vegetable industry is predicted to be more profitable than the rice industry, which is one of the staple products in Indonesia. Overall, the market potential demand that can be achieved by Kelana for the initial 3 areas, namely South Jakarta, West Jakarta, and South Tangerang is Rp. 101,535,487,662, - per month based on BPS data processing for 2018.

Additionally, not only the level of consumption but the habit of buying vegetables has also changed, where consumers prefer to buy vegetables from home or use an online platform. This is in line with the increase in sales of vegetables in several online platforms by up to 500% during the Large-scale Social Restrictions (PSBB) period in March-June 2020. This new buying habit has made online platforms the preferred option for consumers. However, the main drawback of the online platforms is the loss of experience to see, feel, and choose which vegetables to buy. Seeing this opportunity, Kelana is coming as a roving vegetable retailer that provides the experience and satisfaction of buying vegetables with no worry, right in front of consumers' houses. The products that Kelana offers are good quality and fresh vegetables that have gone through a quality control process and are neatly packaged to keep the product clean. Besides, all Kelana's products come from local farmers who are prosperous because we purchase their products at fair prices, as a result of cutting the long supply distribution chain in Indonesia. In conclusion, the values offered by Kelana are, first, standardized quality products, where all vegetables will go through 3 stages of quality control by the Kelana team according to the specified standards. Second is the convenience of shopping. Kelana brings the experience of buying vegetables offline to the consumers' door every day using a motorbike box so

that consumers no longer need to worry about leaving the house. Then, not only offline experience, but Kelana also provides an alternative for online shopping delivered by Kelana team itself without additional shipping costs. As well as the third value is fairness for Indonesian farmers, where Kelana has been dedicated to providing fair prices for farmers' harvest products as a result of cutting the long supply distribution chain in Indonesia.

In terms of the target market, Kelana is approaching upper-middle class families and up, with routine household basic expenses, such as foodstuffs, utilities, household daily needs, transportation and communication, a minimum of Rp. 4,200,000 per month, according to the classification by the Boston Consulting Group (BCG). Then, based on BCG projection data, the number of upper-middle class to the elite reaches 27.17% of the total population, or the equivalent of 6.6 million people specifically for the Jabodetabek area in 2019, and continues to experience an average growth of 1.19% each year.

In the first year, Kelana covered the areas of West Jakarta, South Jakarta, and South Tangerang, then expanded to Jabodetabek in the fifth year. In the first year of operation, Kelana targeted 2,160 families as potential consumers and continued to increase to 11,340 families in the fifth year. In realizing the Kelana business, the total investment capital required in the first year of operation is IDR 1,980,232,567. Then, if according to calculations, Kelana will experience a payback period in year 3, and Kelana's valuation value is predicted to increase to 272% in five years.