

## **EXECUTIVE SUMMARY**

*Traditional market has played an essential role in the urban and rural communities. It is a place where trading activities happen, a cultural heritage, and an inseparable part of national economy. Even though traditional market offers diverse fresh produce and food products with competitive prices, it has encountered some challenges in competing with the growing number of modern markets and online grocery platforms which results in the decline of its sellers' revenues.*

*Government has tried to support the existence of traditional market through policies and revitalization program. The revitalization program, although intended to empower and improve traditional market competitiveness, is nevertheless not effective enough to attract new customers. Customers who have limited access and time to shop at traditional markets are not much benefited from these policies and program, and therefore will be looking at shopping at modern markets and online grocery platforms as a solution.*

*To solve pains from customers and traditional market sellers, PT Pasar Indonesia Berjaya (PIB) develops a business plan that offers an alternative solution through a marketplace mobile application. Super Pasar is a mobile application serving as a marketplace that directly connects customers with traditional market sellers and facilitates online grocery shopping. Super Pasar provides convenient and enjoyable experience for customers to browse and buy various fresh produce and food products from the closest traditional market. It offers assured quality products with flexible order and delivery, which allow customers to shop at any time and choose delivery time from delivery time-slot options. In addition, by shopping on Super Pasar, customers can contribute on the sustainability of traditional market growth.*

*From traditional market sellers' perspective, Super Pasar provides additional sales channel to market and sell their products which could potentially increase their sales and revenues. Moreover, by joining Super Pasar, sellers could be benefited from the training courses on basics of selling on Super Pasar, product standards, and business and marketing tips to maximize their sales.*

*At its early stage, Super Pasar will focus on growing its business in DKI Jakarta area, which then followed with an expansion to other big cities, such as Tangerang, Bekasi, Depok, Bogor, Bandung, and Surabaya. With large numbers of existing traditional markets and increasing food demand, Super Pasar as a business has the potential to have an exponential growth and can be expanded to other cities.*

*Super Pasar chooses Cost Leadership as its generic competitive strategy to compete in its industry. To achieve cost advantage, Super Pasar implements efficient operation strategies by creating a business model that requires no inventory. Additionally, instead of stationing personal shoppers to pick out grocery orders at each traditional market location, PT PIB is using operational teams called Team Packer to pick and pool products, check product quality, and arrange delivery. Team Packer is considered to have a higher output capacity and therefore creating a more cost advantagous process.*

*Super Pasar needs a total investment of IDR 41.5 billion which will be funded through 5 funding stages from founders, co-founder, angel investor, and venture capital across its early 5 years of operation. Based on the 10-year financial projection, Super Pasar's payback period is 6 years and 8 months, with a Net Present Value of IDR 134.1 billion within less than 10 years, and an Internal Rate of Return of 44.4%.*

