

EXECUTIVE SUMMARY

Renofun is a technology company that creates a mobile application for home decoration planning, such as finding furniture and homeware information, visualising products to match actual room conditions and estimating budget. Due to Covid-19 pandemic, the demand for renovating to function better is increasing as most activities take place from homes. However, the nature of offline service in the industry poses a great challenge for consumers to reach for the providers and choose the best possible product for their home. Our end-consumer target market is consumers with age ranging from 25 - 34 years old, as for the sellers we are aiming for medium enterprise furniture brands, installation services and interior related providers..

Based on the data we have gathered, the home decoration industry is fragmented with a wide variety of products and services, yet there is no single outstanding player. As for the consumer, disposable income plays an important role in the buyer power that contributes to the growth of the overall home decoration market. We projected the scenario of risks and opportunities based on the growth of home owning and disposable income, as follows:

1. Pessimist Scenario

In this scenario, the company will face a lot of obstacles and must focus on surviving the tightest competition

2. Most-likely Scenario

In this scenario, the company will focus more on observing competitors and constantly improving our service to reach bigger market share

3. Optimist Scenario

In this scenario, the company will achieve the highest growth and income

Our Company is located in BSD, Tangerang. Our team will start from a small scale and expect to increase the number in the future as our business grows exponentially. The company values that encompass our path are focused on the consumer, do things right and better, and to cultivate a winning mindset. By this, we are aiming to be at the top of mind in the underserved home decoration market by keeping on improving our services and identifying new opportunities ahead.

The business model is helping consumers to plan their home decoration with ease and at the same time, helping sellers to introduce their product to the market. For consumers, the mobile app itself visualises designs and furniture under real project conditions. As for the providers, we are serving as the new retail distribution, to help introduce their product and reach

a more diverse audience. Our business value model is a value network, which enables consumers to connect and chat with fellow users, as well as to explore product selections from reputable providers. With the support from our core team of software developers, and product managers, we are confident to thrive in this business.

