

EXECUTIVE SUMMARY

GetPACKED is a company operates in paper food packaging industry which offers on-demand services tailored specifically to the customer needs. Services offered by GetPACKED is designed to serve middle and small scale businesses in Indonesia which most of them are facing difficulties to afford packaging that are able to expose their brand identity. Through the adoption of digital printing and cutting method, GetPACKED customers could be avoided from high amount of MOQ and limited printable design hence it could help them activate their brand through the packaging they used.

High flexibility in design, shape and quantity of order, as well as the usage of environmentally oriented material are the values GetPACKED would like to offer. With that values, the customers with a low buying power could order their packaging efficiently to meet their periodic needs. Therefore, it could be beneficial to the customers as they could minimizing the keeping cost for that packaging and also suppress the risk of defected food packaging if it is stored too long in the humid tropical climate.

From all types of culinary business in the food industry, GetPACKED will be focused on medium and small scale businesses which will fit the values offered by GetPACKED. Other than that, most medium and small businesses tend to have a short decision making process which might make the business process more effective and efficient. Culinary businesses which will be the main target for GetPACKED are Cakes, Pastry and Bakery, Full Service Restaurant, Fast Food, Street Hawkers and Packaged Foods.

GetPACKED marketing strategy will engaged in collaborative strategy where GetPACKED will be more focused on creating alliances and collaborations with other companies to strengthen the company position through empowering a complementary capabilities on both parties. This strategic alliances includes suppliers, buyers or end consumers which shared the same value with the one that held by the company.

Marketing activities in awareness stage will be intensely implemented throughout the early stage of the company through Above-the-line and Through-the-line communication. Starting from the fourth year of the company, GetPACKED will try to

improve the engagement with the customers through the company symbolic brand which is annual retail bazaar organized by GetPACKED specifically tailored for the loyal customers of GetPACKED. Another thing, GetPACKED will also develop a platform to enabling the collaboration between designers and the potential customers.

GetPACKED prioritizes on quality, flexibility and dependability in the production process to meet the customer needs. The factory will be located in Dadap, Tangerang and the main office will be located in Cideng, Central Jakarta. Supported by state-of-the-art technology in both printing and cutting machine, GetPACKED are able to serve an ever changing needs of the customers. Production process is designed as a mass customization with leading capacity strategy to anticipate the spike and the variation of customer's order. In order to ensure raw material availability, GetPACKED managed the raw material supply with different Q system for each raw materials. Quality assurance and quality control is implemented to guarantee production process and finished products have met the standard. Total preventive maintenance used to maintain the quality and productivity of printing, cutting and folding machine aligned with the designated target.

In terms of human resource management, GetPACKED started the recruitment process for managerial level since pre-operational period and continue for the operational period. The total employee of GetPACKED in the first operating year will consist of 57 employees and growing up to 123 employees at the fifth year.

In terms of financial management, GetPACKED requires funds of Rp.16.250.000.000,- which are for the establishment of factory, purchase of fixed assets, and also for working capital. This fund is obtained from co-founders with 20% ownership each. By using DCF method and Cost of Capital of 10,19%, GetPACKED business is feasible to run with NPV value of Rp.7.324.235.976,-.