

## EXECUTIVE SUMMARY

*There are several phenomenons that often occur to commuters in Jabodetabek area. First, these commuters face the limits of space and time whenever they are inside the public or private transportation. Second, these limitations could hinder them from fulfilling their basic needs of food and drink. Third, we learn how in some public transportations, there is a regulation that prohibits the users to consume food and/or drink during their travel. This regulation is common, especially for KRL and Transjakarta users.*

*To validate these phenomenons, we conducted interviews with several taxi drivers in Jakarta. The results reveal that 8 out of 10 taxi drivers ever stopped at the nearest retail store because their customers wanted to buy some snacks or drinks on the go. This fact proves that commuters often find it difficult to fulfill their needs for food and drink while they are in public transportation.*

*Thus, PT Niaga Utama Indonesia comes up with a solution to solve this problem. Our solution will be in form of service. It will enable these commuters to fulfill their needs for food and drink while they are on their way. The value proposition of our service is speed and easiness to get the snack.*

*However, our service will only be available in taxi, as government regulation prohibits drinking and eating at public transportation. Furthermore, our supporting data reveals that taxi has the greatest number of units among other public transportations in Jakarta.*

*We chose Blue Bird to be our partner in delivering this service, at the first year, we will run a pilot project, involving 2,000 units of Blue Bird's taxis. Soon, this number will increase until our service can be found in all Blue Bird's taxi. These taxis will serve as our distribution channel to distribute snacks and drinks to Blue Bird's customers.*

*Although Blue Bird are still competing with other TNC players such as GoCar and GrabCar, Blue Bird convinces us that they are now in the process of recovering their market share in transportation industry. Considering the potential that Blue Bird has and also the unmet needs of Blue Bird's customers towards snacks and drinks, we are certain that this business is considered promising. Based on our calculation, we conclude that under most likely scenario, our NPV*

will be Rp. 126.927.447.696, IRR 34.52%, and payback period is 3 years and 4 months.

