

Executive Summary

Nowadays Fast Moving Consumer Goods companies are growing rapidly and competing with each other. As a basis for business development and competing strategy, many FMCG companies use market research reports and internal data processing.

Both options come with high price. Market research is a report that contains summary of survey result, usually sold within expensive price range. On the other hand, if the company chooses to do an internal data processing, it also needs a fairly high amount of investment to build IT infrastructures and hire experts. Still, it has to be done since real end consumer behavior is indirectly shown from their historical transactions. Other problem that may occur is end customers' transaction history is kept by retailer. Therefore, FMCG companies can only process FMCG to retailer sales data that does not show the real behavior of their end consumers.

*Currently, there is no company in Indonesia that provides business information obtained from analysis (data mining) of transaction history from the retailer. Therefore, our company steps up to be the first to cooperate with retailer to offer a product in forms of business information obtained from analysis of large scale transaction history data. It is presented in form of infographics like visualization called **Infocust**. This product can be used by FMCG companies to create strategies such as category strategy and assortment, pricing and promotions, and marketing.*

Our strategy is a superior product sold in an affordable price. Initial investment needed is IDR 5,500,000,000 (5.5 billion Rupiah) with expected revenue of 128.5 billion Rupiah in five years with a yearly average revenue growth of 50%.

The advantage of our product is accuracy, price, and uniqueness. The informations obtained are result of large scale data processing using the most up to date hardware and software done by experts in data mining. Our product's price is 20 million Rupiah per user which is much more affordable if compared to in house data processing and Nielsen's survey data services. In house data processing will cost almost 172 million Rupiah and Nielsen's survey data services cost 60 millon Rupiah per product category. Therefore Infocust will become the best solution for business information needs.

