

## ***EXECUTIVE SUMMARY***

This research explores the potential of blockchain technology to address the challenges faced by ASTRO, an Indonesian quick-commerce company, during its expansion beyond the Jabodetabek region, particularly in maintaining service and product quality. A comprehensive SWOT analysis identified five strategic options for ASTRO: targeted expansion, supply chain enhancement, product development, inventory optimization, and customer retention. After evaluating these options based on their alignment with investor interests, company vision, and customer needs, targeted expansion to untapped markets emerged as the most promising strategies.

However, expansion into new markets also presents the risk of decreased service and product quality control. To mitigate this risk, ASTRO can leverage blockchain technology within a strategic alliance model. Blockchain's decentralized and transparent nature facilitates the formation of strategic partnerships, enabling ASTRO to rapidly expand into new markets while maintaining quality control.

Through a VARIM analysis, ASTRO was found to have limitations in terms of its rarity and inimitability. By adopting a strategic alliance business model leveraging blockchain-based infrastructure, ASTRO can overcome these limitations and gain a competitive advantage. This model offers several benefits, including accelerated expansion for faster market penetration in untapped regions, improved data transparency among all partners within the ASTRO network, enhanced monitoring and quality control of products and services, and increased investor interest due to the potential for faster revenue generation.

The research identifies Surabaya, Bandung, Medan, Sidoarjo, Semarang, and Batam as prime locations for ASTRO's expansion based on their economic potential and digital readiness. In deciding the target area for expansion, ASTRO needs to thoroughly analyze market potential, considering demographics, consumer behavior, and local regulations. To effectively penetrate these markets, ASTRO is recommended to establish initial hubs in middle-to-upper-class residential areas, mirroring its successful strategy in Jabodetabek.