

EXECUTIVE SUMMARY

Food surplus is a growing concern in Indonesia, where approximately 23-24 million ton of food waste is produced each year (Bappenas RI, 2021). This number puts Indonesia as the highest producer of food waste in South East Asia. Restaurants are the source of 37% food waste (BSR, 2013). On the other hand, there is a market potential for people interested in buying food surplus at a discounted price (Putri & Santoso, 2018).

PT Eatforless Indonesia is a company that focuses on selling food surplus from hotels, restaurants, and cafes to consumers at a discounted price. This is to prevent food surplus from turning into food waste. The company is based in Jakarta Selatan area, offering various food and beverages surplus to consumers by using an mobile app. Consumers are free to choose to pick up their food at various Eatforless pick up locations or have their food delivered to their doorstep using third-party logistic partners.

Based on the market segmentation and targeting, the company targets two kind of customers: the end consumer that consist of smart buyer and culinary enthusiast, and hotel business owner with restaurant. The platform service charge given to end consumer is Rp2,500.00 per transaction and 10% of transaction fee as the price for business owner. The communication strategy deployed by PT Eatforless is by spreading awareness through advertising on mass media such as Radio, Out of Home and Youtube Ads, as well as gaining sales conversion with promotion and loyalty program. PT Eatforless also compete through personal selling to gain business partners.

For the first five years, PT Eatforless will focus its surplus food supply from hotels that have restaurant service. Surplus food is inspected, packed, and picked up from merchants by teams of fleet each consisting of one truck and three motorbikes. Food is pooled in the trucks which serve as distribution hubs for food surplus to customer and as offline Point-of-Sales. To support operations, PT Eatforless also partner with online ojek, relying on their extensive distribution network to ensure safe and timely delivery of food to customer. All of PT Eatforless' activities are supported within its mobile app.

Human Resource Strategy resource management is crucial for Eatforless business as it aims to build a strong and committed workforce to support its mission of reducing food waste. The key objectives, including enhancing organizational culture, optimizing the structure for better efficiency, and implementing targeted recruitment and training programs.

By fostering a positive work environment and focusing on employee development, the company aims to improve performance and retention rates. The strategy also includes robust performance assessment methods to ensure that employees align with the company's goals. Ultimately, Eatforless human resource initiatives are designed to create a skilled workforce that is dedicated to driving the success of Eatforless in the competitive food surplus market.

To support its pre-operational activities, PT Eatforless will obtain capital from the company's founders (in the form of equity) for about Rp. 21.000.000.000.000,-. As the company progresses through the 3rd year of company operating, PT Eatforless will apply loans (in the form of debt financing) as a leverage for the company to expand its base of operation. Other than that, the management also expected through debt financing, PT Eatforless will get benefit due to "extra internal control" (the lender will also come close to monitor company daily basis of operation), and also will enhance PT Eatforless brand in money market (if Eatforless expected to raise another debt financing to grow even further). Based on feasibility study regarding the economics of scale of PT Eatforless project calculations, the Net Present Value and Internal Rate of Return (IRR) are showing a positive number (above standard).