

EXECUTIVE SUMMARY

The fast-paced lifestyle and high mobility trends in Jakarta, particularly among office workers and commuters, have led to significant challenges in meal preparation. With 4.87 million office workers in Jakarta, including 18.48% from the BODETABEK region, a substantial portion of the population faces difficulty in managing meals amidst their hectic schedules. Surveys reveal that 41.6% of these individuals opt to purchase meals outside their homes 2-5 times a week, often resorting to canteens, street vendors, restaurants, food stalls, and convenience stores.

In response to this growing need, Heat & Eat introduces a solution designed to provide convenient and hygienic meal options with certainty of availability through vending machines. These machines dispense hot dishes within 45 seconds, strategically placed in locations such as office complexes, MRT stations, railways, airports, and hospitals, ensuring accessibility for a wide audience.

Heat & Eat boasts several key functional values. It operates 24/7, catering to hunger and thirst whenever needed, ensuring reliability in availability. With digital payment options, transactions are swift, offering convenience to consumers.

The target demographic for Heat & Eat comprises office workers aged 21-35, seeking efficient meal solutions during short work breaks. With a bachelor's degree and a monthly income ranging from 6-12 million rupiahs, they possess sufficient purchasing power to utilize this service regularly, prioritizing functionality in products.

Financial projections indicate strong business feasibility. With positive Net Present Value (NPV) of Rp 32,851,647,000 an Internal Rate of Return (IRR) of 57.4%, a Profitability Index (PI) of 1.81, and a Discounted Payback Period (DPP) of 5.05 years over a 5-year period, Heat & Eat demonstrates substantial attractiveness for investment.

This business model exhibits repeatable and scalable potential. Aligning offered solutions with customer pain points, coupled with financially favorable assessments, Heat & Eat emerges as a promising venture poised for growth.