

EXECUTIVE SUMMARY

- Team Members** : Anisha Marjani Putri Firdi
Citra Jayanti Yuwono
Dhanez Wastu Dharmestha
Michael Lestario Halim
Muhammad Ilham Rivano
- Program** : Master's Degree in Business Management
- Business Plan Title** : Furmates: Aggregator Platform of Pet Care Services Designated for Domesticated Cats and Dogs in Large Cities of Indonesia
- Lecturers** : 1. Prof. Andreas Budihardjo, Ph.D
2. Lukas Setia Atmaja, Ph. D

The rise of Pet Humanization Trend which was driven by the global pandemic of COVID-19 had contributed to the shrinkage of family size worldwide. The need of animal companionship had emerged ever since, proven by the growth of pet ownership across the globe. Rakuten Insights cited in 2021 that in 57% of Indonesia's population has pets in their household, most of which are domesticated cats and dogs. In order to cater the rising demand, Furmates plans to join the Indonesian Pet Care Industry which has the IDR 8Tn Market Potential in 2033 as an Aggregating Platform of Pet Care Services Designated for Domesticated Cats and Dogs in Large Cities of Indonesia. The location was opted due to the familiarity of Pet Care and the proximity of local people to pet ownership and the care required for their pets. Furmates offers an AI Powered platform which enables 1) Matchmaking Service; 2) Aggregator for At-Home Pet grooming; 3) Online Pet Supplies & Accessories Store; and 4) Veterinarian service in one device. Furmates aim to tap the pet owning segments in Indonesia. The Porter's Analysis shown that there are risks to look out for in which Furmates is mitigating with its Differentiation strategy. The degree of differentiation that Furmates' committed to is to offer customization for respective services. Furmates will offer its technology to aggregate services, provide free-of-charge forums for the pet owners to join, and act as a distribution center for its pet store. After multiple calculations, the Furmates project will have the NPV in the amount of Rp 9.270.297.890 and payback period in 3.5 years. Furmates also aim for further progressions to launching an extensive, additional range of services offered in its upcoming future.

Keyword: Furmates, Pet, Pet Care, Services Aggregator, Indonesia.