

EXECUTIVE SUMMARY

Pasar Tani is a startup business that develops a chain of groceries outlets with an online to offline (O2O) concept. This online to offline concept was developed based on the results of research conducted by the Pasar Tani team regarding the problems faced by the customer segment of Pasar Tani, namely housewives with an age range of 25 to 50 years who live in suburban housing or apartments. These problems include the prices of some food products which tend to be expensive and fluctuate, the quality of the products is not clean, hygienic and fresh, and the distance from where they live is far from traditional markets and supermarkets.

Based on customers problems, Pasar Tani develops physical outlets in suburban areas that are close to people who live in housing and apartment areas. The development of this physical outlet is expected to be spread in each suburban area in order to directly reach the customer segment from Pasar Tani. Besides physical outlets, Pasar Tani also develops applications as an additional-services where customers can order the products through the application with delivery service. The combination of these concepts is expected to provide an attractive shopping experience for housewives in provide their needs.

Pasar Tani started its business by launching the first service in Depok where there is a physical outlet which was inaugurated on April 24, 2021. In addition to physical outlets, Pasar Tani also launched an online service with application that can be downloaded by customers starting on July 12, 2021. Evaluation is carried out after 3 the current month which gave quite good results with the many transactions that Pasar Tani generated both through purchases at physical outlets and orders in the Pasar Tani application. This became the founder's motivation in developing the Pasar Tani business to be more advanced.

Universitas Prasetiya Mulya has an important role in the market validation stage and the initial implementation of the Pasar Tani business through the New Venture Project program. With the existence of lecturers, both lecturers from Universitas Prasetiya Mulya as well as guest lecturers, the materials and guidance provided to the founder during the lecture period formed the Pasar Tani business model which in the future is expected to develop and compete in the grocery sector.

The large market capitalization of the grocery business in Indonesia is the founder's belief in developing the Pasar Tani business massively. There are several business indicators that influence the development and sustainability of Pasar Tani, including the expansion of pasar Tani's outlet number, customer's behaviour, marketing and sales strategies of Pasar Tani. The groceries product outlet network business model with online to offline (O2O) concept is expected to be present in every suburban area in Indonesia to provide fresh product services, fast delivery and fair prices for people in Indonesia.