

EXECUTIVE SUMMARY

Branzy is a startup founded by two founders in March 2021 with the idea of an online platform for branding services and packaging printing. The founders started from the problems experienced by MSME (Micro, Small, Medium Enterprise) owners who competed to create product packaging that attracted the attention of consumers, so that sales figures could increase. The founders have backgrounds as branding consultants and MSME players, so they experience firsthand issues around branding and product packaging. The results of interviews conducted also show that packaging plays an important role in supporting consumer decision making in buying their products. However, MSMEs have problems accessing services that provide branding designs for packaging, looking for a printer that guarantees the availability of the required packaging in small quantities, and communicating online with packaging printing vendors.

Branzy stands for “branding makes easy” which is our commitment to customers to get branding services for packaging easily through online platforms. After doing research and finding problems with MSME owners in the packaging sector, Branzy found that they are looking for convenience to design packaging that matches the branding or image of the product, easy communication with vendors, and services for packaging production without having to search from different places. The owners of MSMEs are included in a business group that has been running for more than 1 year, has a turnover of more than 100 million, and comes from industries that require packaging for their products.

The launch of Branzy services has been carried out since March 2021 by introducing Branzy to the MSME network owned by the founders. This method is done in order to introduce Branzy's services more clearly and purposefully and to collect feedback from potential customers. The results of this offer were well received by Branzy's first customers. This good response was strengthened after Branzy launched social media and a website that visually explained Branzy's services.

Furthermore, Branzy will create a website platform that facilitates customers to be able to create their own desired packaging design or use AI recognition. With Branzy's commitment to facilitating the packaging branding process, technological facilities will support a comfortable experience for customers in finding the image that best suits their products. It doesn't stop here, Branzy provides consulting services that customers can use if a two-way discussion is needed.

Currently, Branzzy has collaborated with several vendors that provide printing services. Branzzy also gets customers from the MSMEs who need assistance in designing branding for the launched products. In fact, Branzzy also cooperates with several companies that require packaging customization services on a regular basis. In the first year, Branzzy receives funding by collecting from founders and private investors. The total funding is one billion rupiah. The funding will mainly cover the capital expenses, such as building, office equipment, and electronics, as well as the operating expenses for hosting and web development, wages, marketing and advertising cost. Branzzy's income will grow gradually from the first year to the fifth year because of the platform improvement, service development, marketing strategy and technology innovation. The number of income in the fifth year is 109,169,473,938 which increased seven times than the previous year. In the fifth year, Branzzy will reach its business valuation up to Rp 4,467,434,576.

