

EXECUTIVE SUMMARY

Food waste is a massive problem globally, and Indonesia is the biggest contributor of food waste, producing 1,3 million tons of food waste annually. Food waste is not only defined by damaged or leftover food, but also by returned food products. Returned food products are products that are still safe to consume but may have some imperfection in their packaging, are nearing their expiry dates or because there is a change in the packaging design, causing the old packaging to become obsolete. Because of these imperfections, they are often thrown away, thus contributing to food waste. As these products are actually consumable, FoodLoops.ID believe that there are better ways to allocate the use of these products instead of discarding them. Since the majority of these products are edible, they can be sold to restaurants, cafes, hotels and food franchises with lower prices.

FoodLoops.ID is a consignment based distribution company headquartered in Jakarta for returned food products with a vision to reduce the number of food waste in Indonesia. Initially, FoodLoops.ID will work with brand owners, distributors and retail stores in Jabodetabek to resell their returned products to interested parties. Our market research has shown that customers are willing to buy returned products as long as the prices are around 10% lower than the normal price, allowing customers to have higher margins for their business. FoodLoops.ID potential customers are restaurants, beverages stalls, cafes and bakeries. Prior to sending the products to customers, FoodLoops.ID will ensure that all products are safe to consume by conducting internal quality control for the products by checking the external aspect of products as per quality standard.

Based on the market research conducted, FoodLoops.ID sales forecast is expected to reach Rp 58.212.000.000,- by the end of the fifth year with estimated yearly growth of 105% as FoodLoops.ID increases the number of outlets served and product variants. For the first five years, FoodLoops.ID will offer powdered milk, liquid milk and condensed (evaporated) milk to its consumers and is planning on adding more products such as tomato sauce, chilli sauce, and etc. Initial capital raised by FoodLoops.ID's through co-founders and investors will amount to Rp 10.500.000.000,-