

The background image shows a hillside covered in rows of young green plants, likely tomatoes, growing in a field. The plants are spaced out in neat rows, and the ground is covered with a dark mulch. In the background, there are large green trees and a clear sky with some light clouds. A semi-transparent white banner is overlaid across the middle of the image, containing the main title and event information.

PELUANG EMAS HORTIKULTURA DISAAT PANDEMI

Bimtek E-Commerce
26 Juli 2021

ABOUT
KEDAI SAYUR

Market

Mitra Sayur

OCTOBER 2018

Fresh Products
100 SKUs

Products



Mission Statement

Established in October 2018, we have a mission to create a more efficient **fresh produce value chain ecosystem** in Indonesia.

Market

Mitra Sayur
Mitra Bisnis
Mitra Grosir
KedaiEmak
KedaiMart

JULY 2021

Online Groceries
4.000 SKUs
"Supermarket in your Pocket"

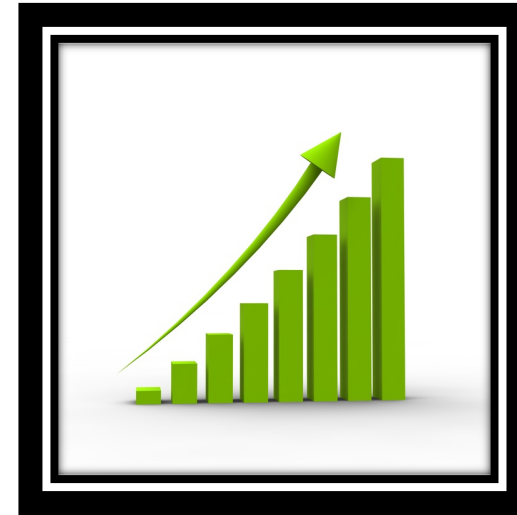
Products

GROCERY
MARKET

➤ **\$ 100 billion**

accounts for Indonesia's grocery
retail sales in 2018

* the highest in SEA



**Groceries Sales in Indonesia
Increases by 47% during pandemic**
McKinsey Asian Customer Research

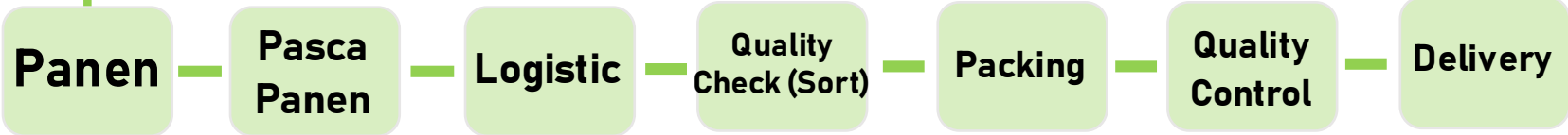
Online Groceries 3-4x
KedaiSayur Internal Data

**DIGITAL
END-TO-END SUPPLY CHAIN**



Challenges

*Short Window Time
Fresh Products
Short Shelf Lifetime
Highly Fluctuated Demand & Supply (fulfillment)
Highly Fluctuated Price*



Whatsapp

Social Commerce

Community Buying

Marketplace

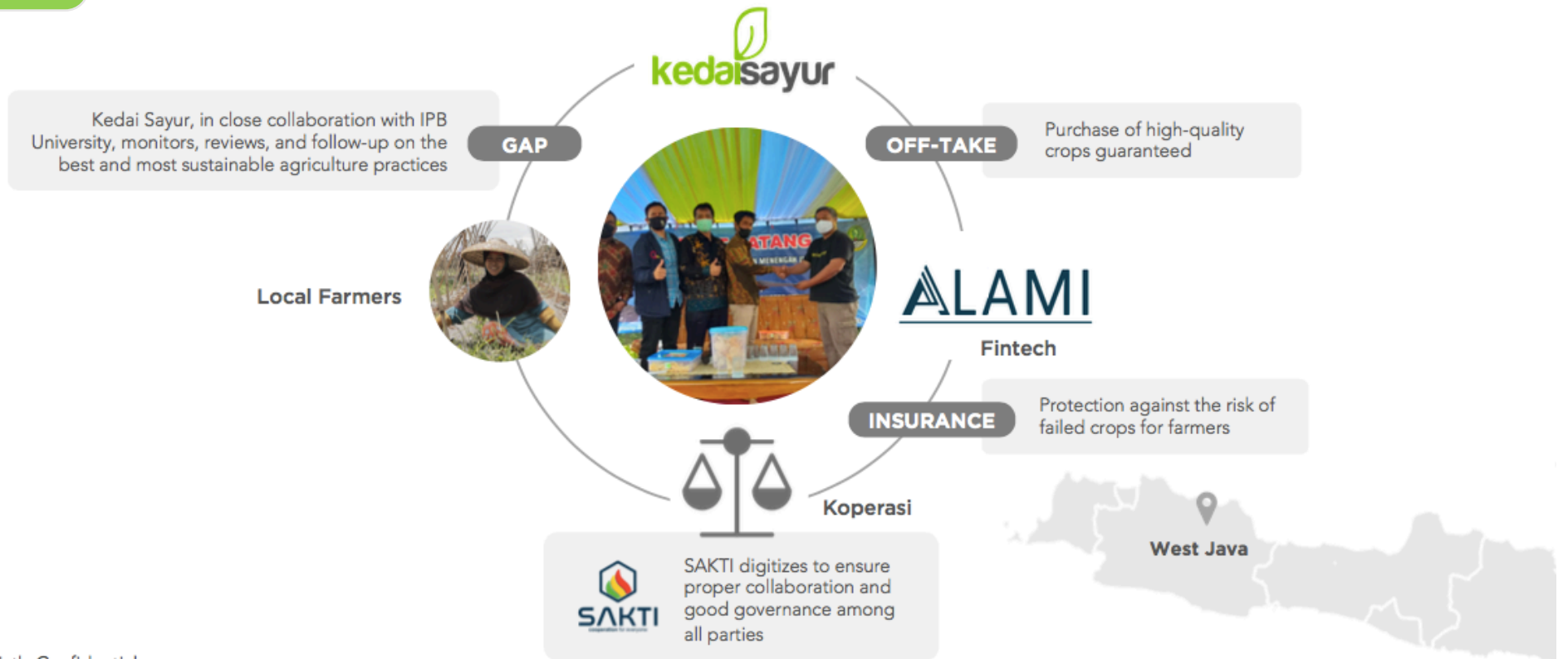
Mobile Application

Customer Acquisition and Retention

*Awareness: Social Media – Promotion – Advertising
Buying Decision: User Experience – Product Portfolio – Foto Product – Price – Rating – Easy Payment
Customer Satisfaction: Fulfillment – Quality – Delivery Time – Track and Trace Order Status
Loyalty: Complain Handling – User feedback – User Rating – Personalized Touch Points*

PARTNERSHIP
KEDAI SAYUR
let's collaborate!

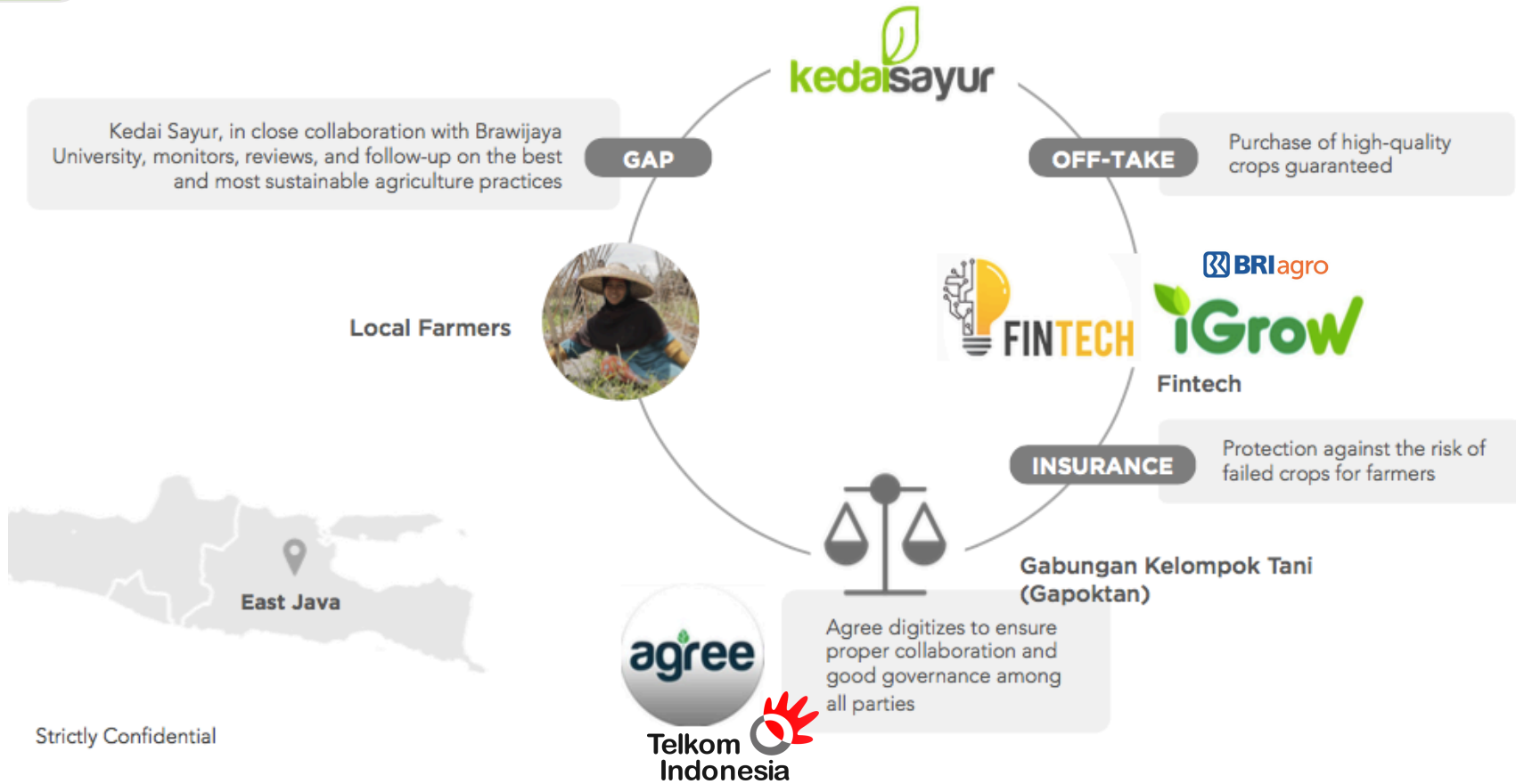
Cooperation with ALAMI Syariah, SAKTI, and Farmers to Offtake Potato Crops



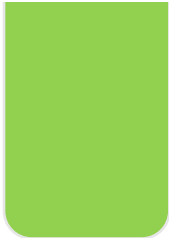
Strictly Confidential

PARTNERSHIP
KEDAI SAYUR
let's collaborate!

Cooperation with Brawijaya University to Offtake Cabe Rawit Merah



Strictly Confidential



PARTNERSHIP
KEDAI SAYUR
let's collaborate!

Collaboration!

how to excel



kedaisayur
partnership program

Contact us!
Alfian - 081389193494





THANK YOU!

