

Compacto



A compact retractable reusable bag.

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by Compacto

Problems



182,7 billion/year
in Indonesia



12 minutes
of usage time



**Forgetfulness &
Inconvenience**
for other reusable bags

<https://citarumharum.jabarprov.go.id/wow-1827-miliar-kantong-plastik-dipakai-di-indonesia-setiap-tahun/>



Problem Statement

Environmental Concerns

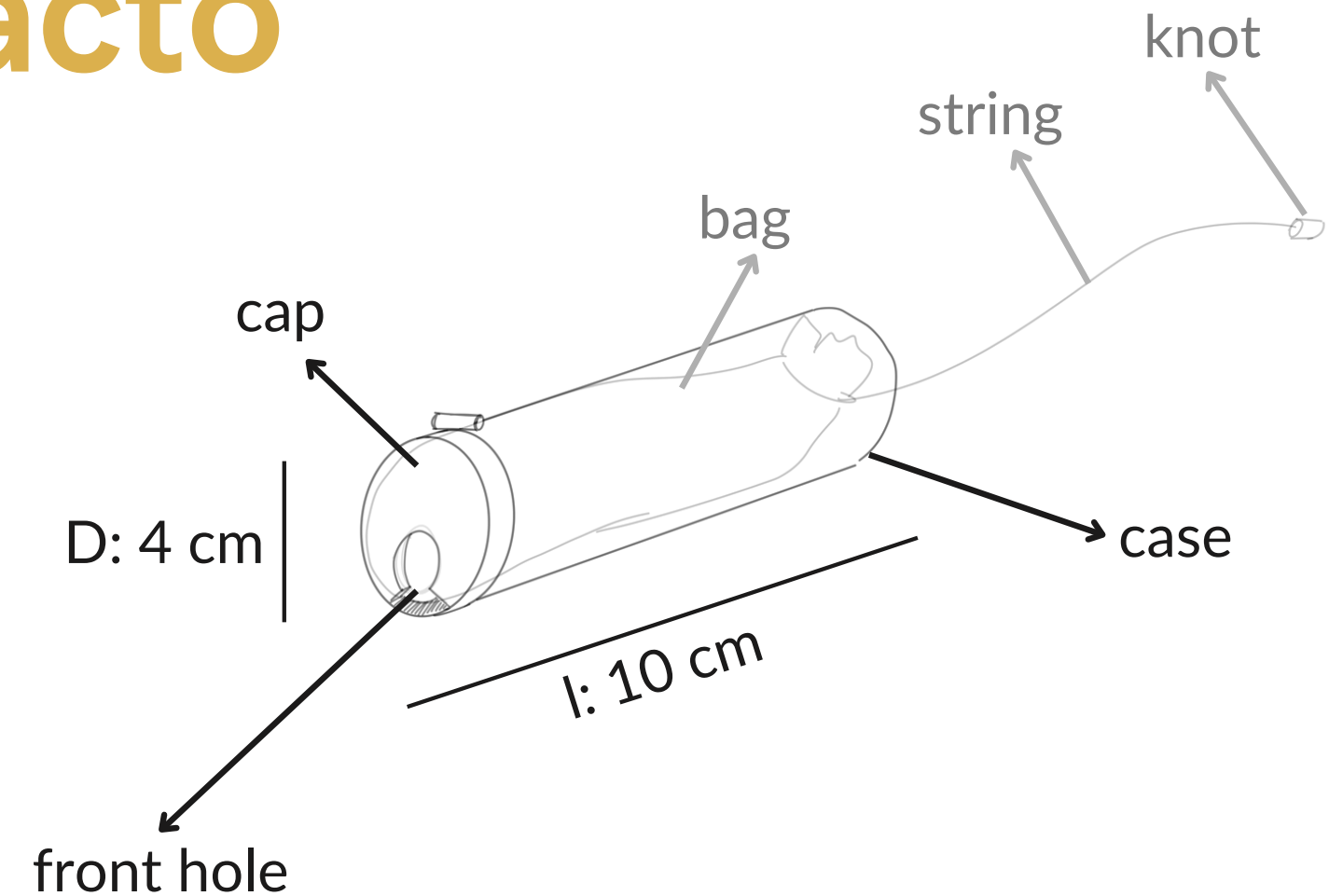
How do we **encourage people to always bring their shopping bag** in order to **prevent** them from **buying plastic bags** and ultimately **reduce single-use plastic consumptions**?

Our Solution, Compacto

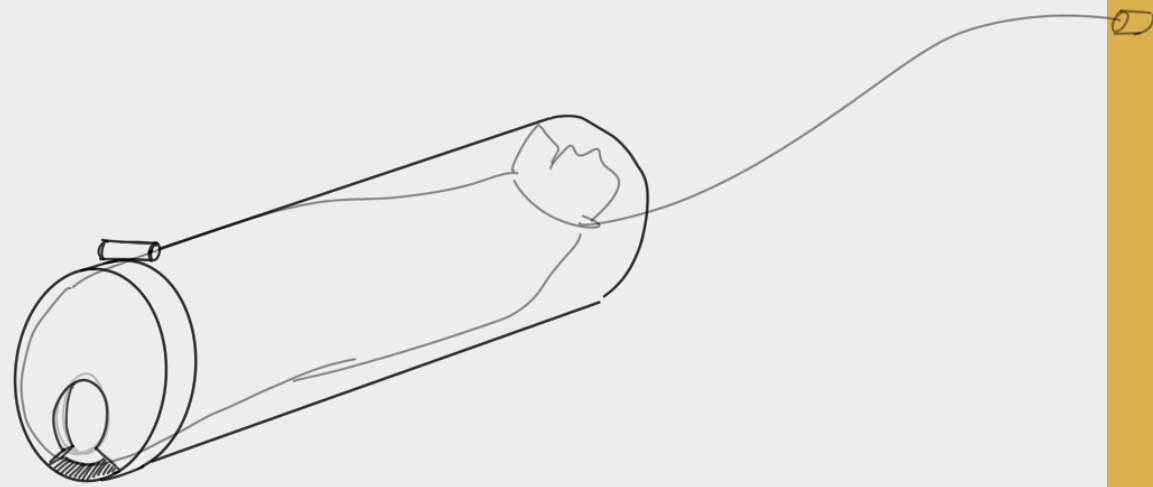
Our innovative idea is to make a reusable bag that can be retracted practically with just one pull. When the bag has been removed from the casing, the casing can be used as a decorative hanger to beautify the bag.

We give a handy solution for user to bring and hook Compacto, while provides 3 seconds easy way to tidy it after usage

Material: ABS plastic (for the casing) & parachute fabric (for the bag)



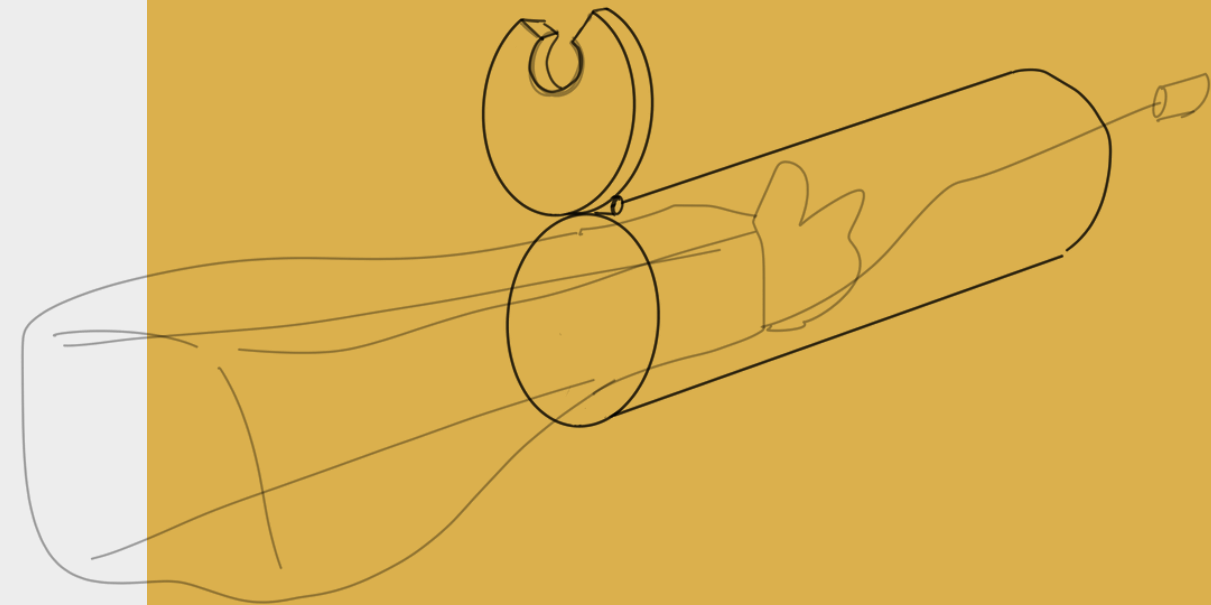
1



The folded reusable bag is stored in a casing for space saving and practicality.

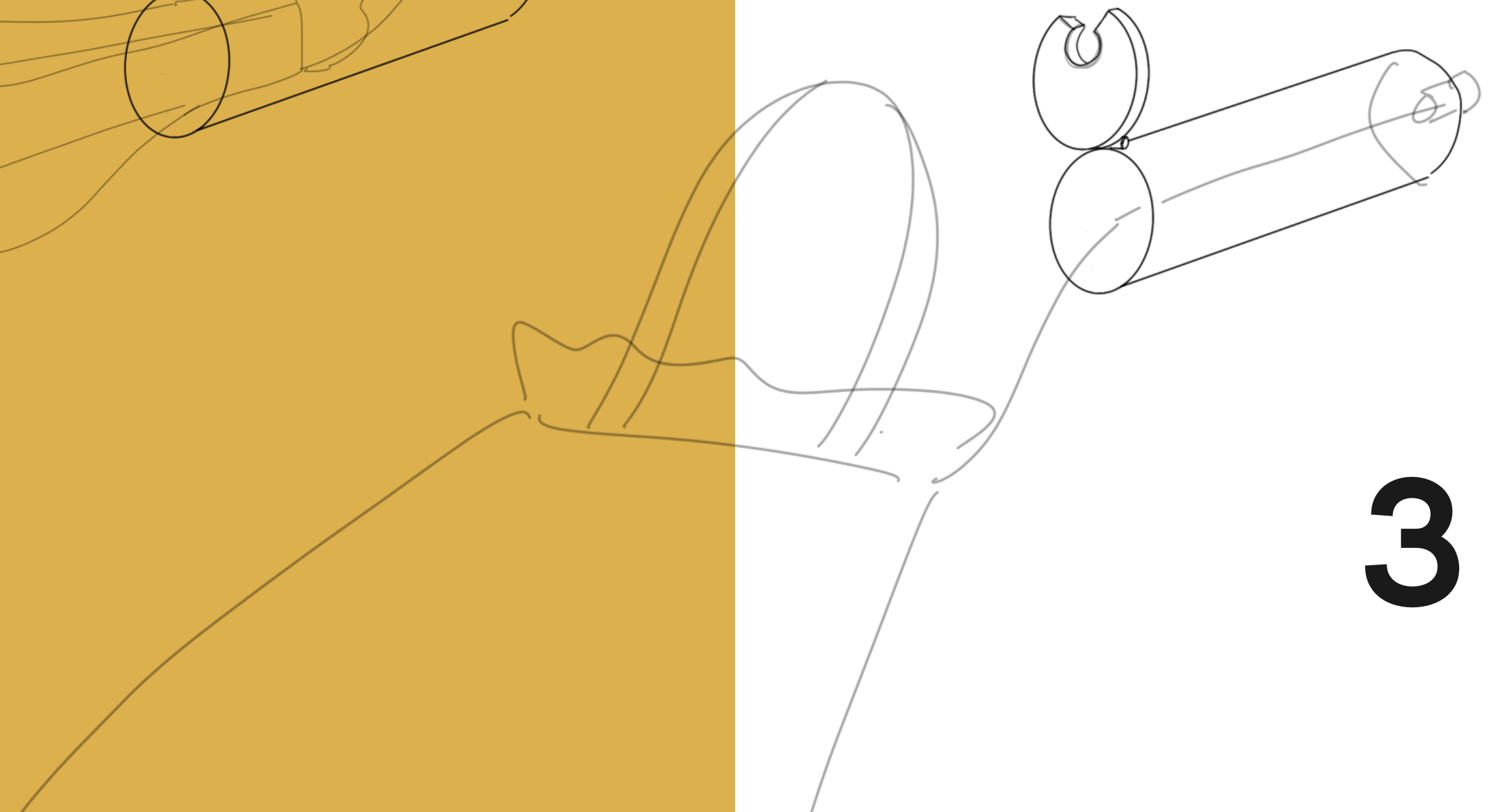
Open the cap and pull the reusable bag to unfold it.

2



Once the bag is unfolded from the casing completely, it is ready to be used and the case can act as an ornament.

3









User Journey

A corporate worker that lives alone, commute to work, and in a budget.

What's your grocery day looks like?

Phases	Starting the day	In the Middle/ At the End of the Day	Shopping (Sudden Errand)	Ending of the Day : At Home
Steps	Getting ready to start the day at 06.00 AM Cook, prepare meal Get to work	Get jobs done	Locate items Brisk the aisle to find items	Sudden errand
Feelings 	New day, new me	Excited: the local grocery store had a discount	Thankful: found a store while passing off Excited: for new supplies	Content: finally end the day
	Worried: might miss things that needs to be done today	Distressed: Realize that food supplies might not make it into the end of the week	Upset: forget to bring reusable bag and needs to buy a new one 	Exasperated: Needs to directly fold the shopping bag and fit it into the daily bag, or else next time will forget  Frustrate: still have to do chores

Business Model

Our product models

- Basic Model
- Collaboration Model



Collaborations will allow a higher price point as well as bonuses from advertising that brand.

Revenue stream

- 01 Direct product sales → 26.67% gross margin
- 02 Consignment → obtain 85% of the selling price
22.67% gross margin

The product is initially priced at **Rp65,000**
with the variable cost per unit at **Rp47,667**

Cost structures include:

- Production cost
- Distribution
- Warehouse
- Salaries
- RnD

Market Size

Our target market: mass market, youth markets, environmentally conscious people, people who like to be time-efficient, frugal consumers

Market Volume

610,590 customers

*calculated from Jabodetabek resident's productive age potential customer

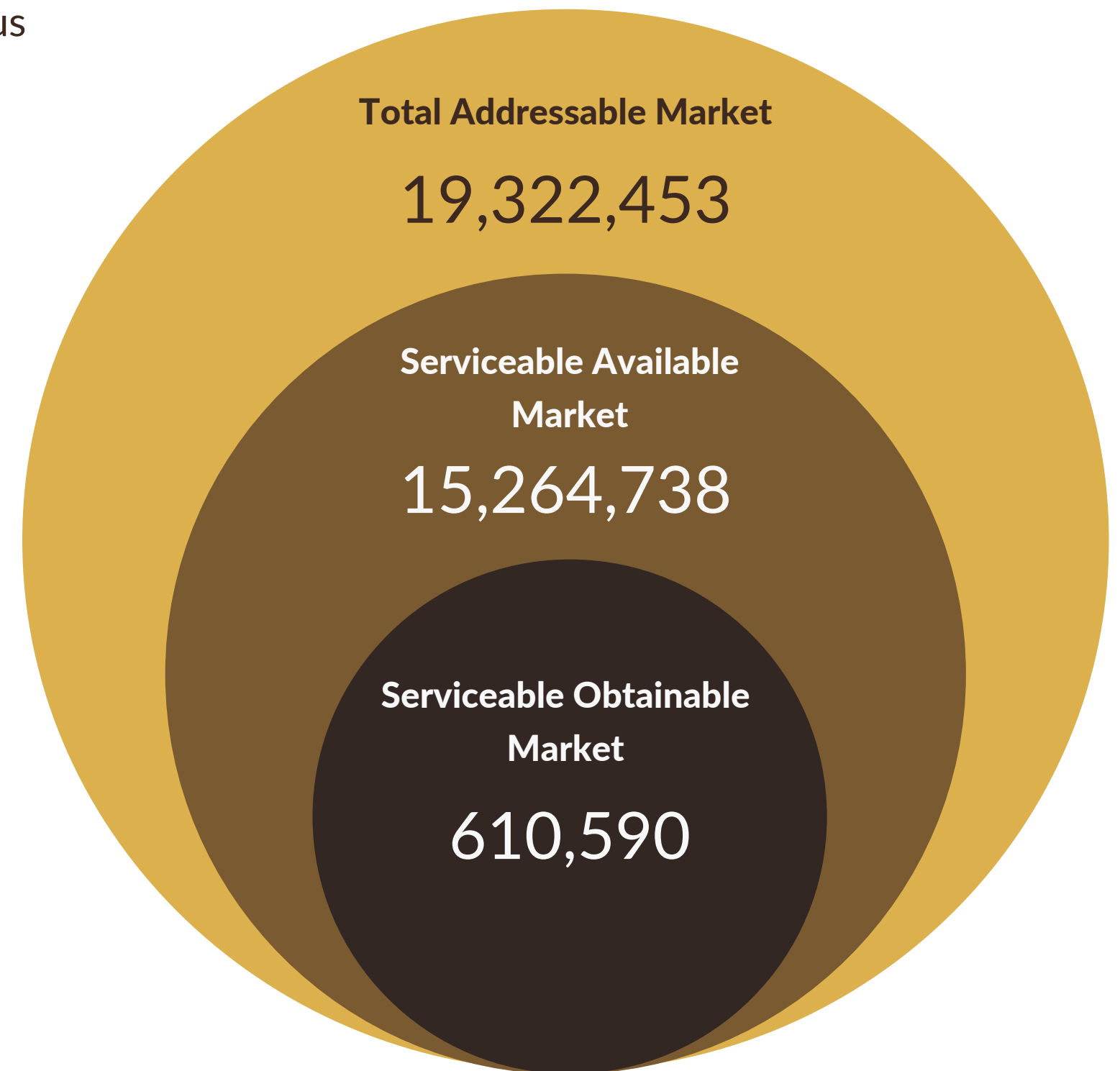
Market Value

Rp39,688,317,681

Source:

<https://www.bps.go.id>

<https://www.statista.com/statistics/1320444/indonesia-people-who-are-willing-to-pay-more-for-sustainable-products/>



Competition



A brand by Langgeng Jaya Group focusing on Sustainable and Reusable Bags Shopping Bag, Printing, Bag, Material. Has been in the market since 2019.

Competitive advantage: Have worked with several big companies & partner, low price, strong materials



A Gresik-based company that produces a variety of Creative, Fashion and Contemporary Products. Has been in the market since 2019.

Competitive advantage: strong social media presence, various designs sold at relatively lower price



Channidraw

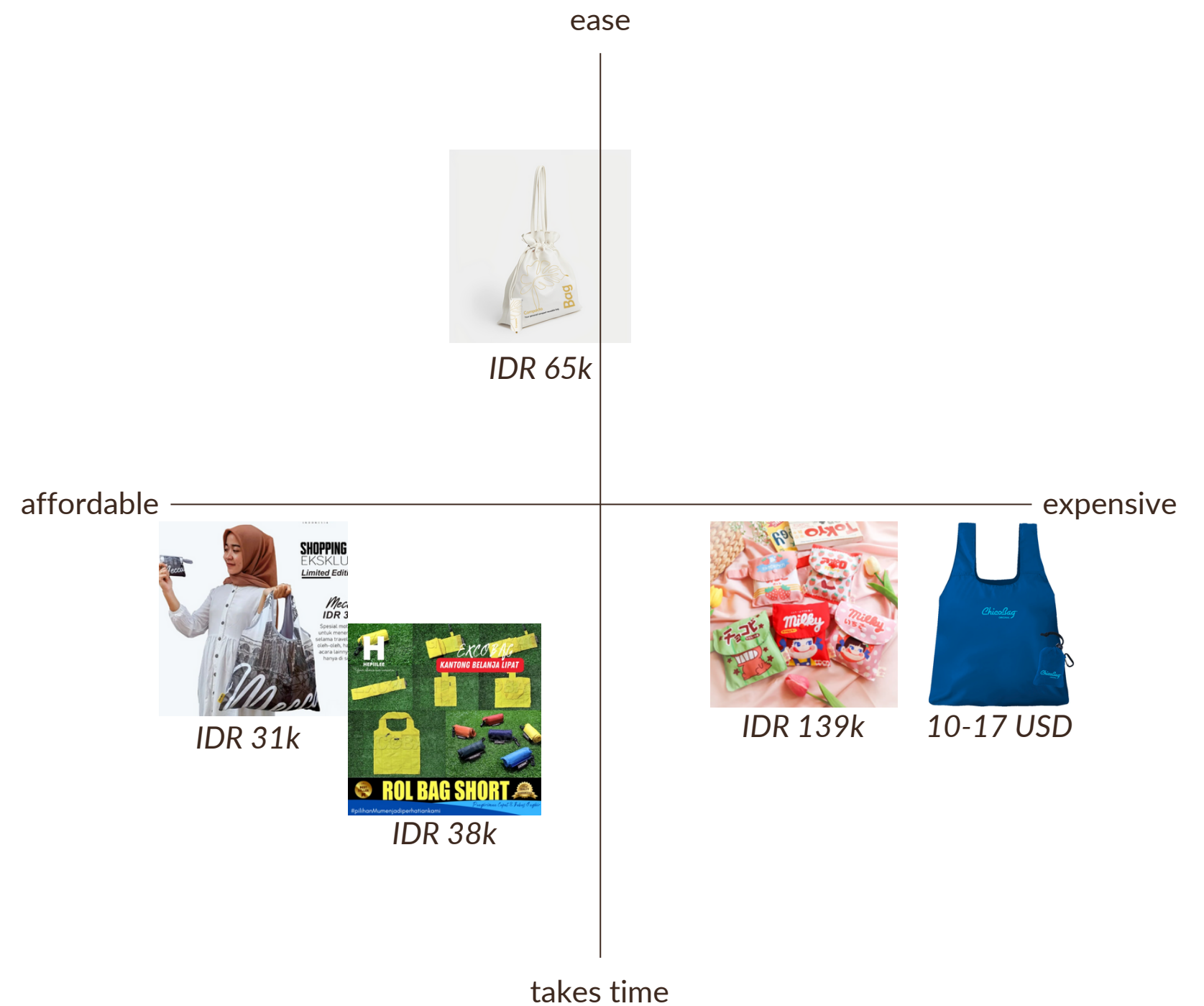
Jakarta-based handmade product shop with original and colorful illustration. Has been in the market since 2020.

Competitive advantage: interesting design (especially eye catching for female audience)

Competition

There has been many innovations of foldable shopping bags. But retractable?

The market for reusable bags is expected to **grow** at a compound annual rate of **9%** between 2022 and 2028, while the sales of single-use bags are expected to **decline** at a compound annual rate of **5%**.



Go to Market Strategy



Present

Present

Penetration

Sell new products to new customers

- Grow social media presence & brand awareness
- Introduce product to the mass
- KOL marketing, ads
- Multiple purchase discount

Future

Expansion

Sell new products to existing customers

- New versions with added features & new case options
- Time-limited bundling discount

Channels

Using **web sales, e-commerce, resellers,** and **consignments** as our channels and key partners.

Future

Innovation

Sell existing products to new customers

- Limited edition collaboration designs with other brands & illustrators
- Time-limited discounts periodically
- Identify new market segment (e.g. travellers)

Aggresion

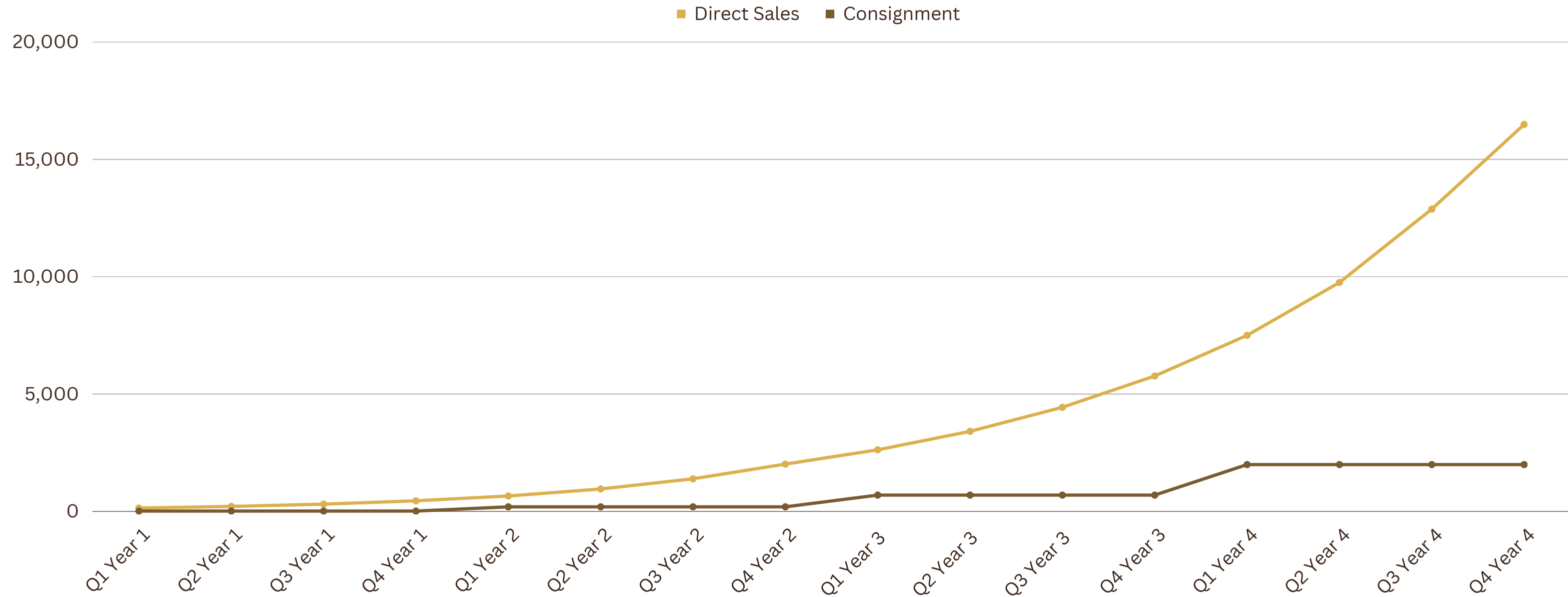
Sell new products to new customers

- Product launch discount
- New marketing campaign
- KOL marketing, social media
- Giveaway event

How to scale?

- Add new distribution channels
- Expand team
- Optimize & automate business workflow

Sales



Assumptions:

*the sales of unit-sales will be assumed to have a 45% increase for every quarter in the first two years, and another 30% increase for the upcoming two years

*support revenue will be obtained through consignment for constant sales in every month, but it has an increase in store consignment number for every year

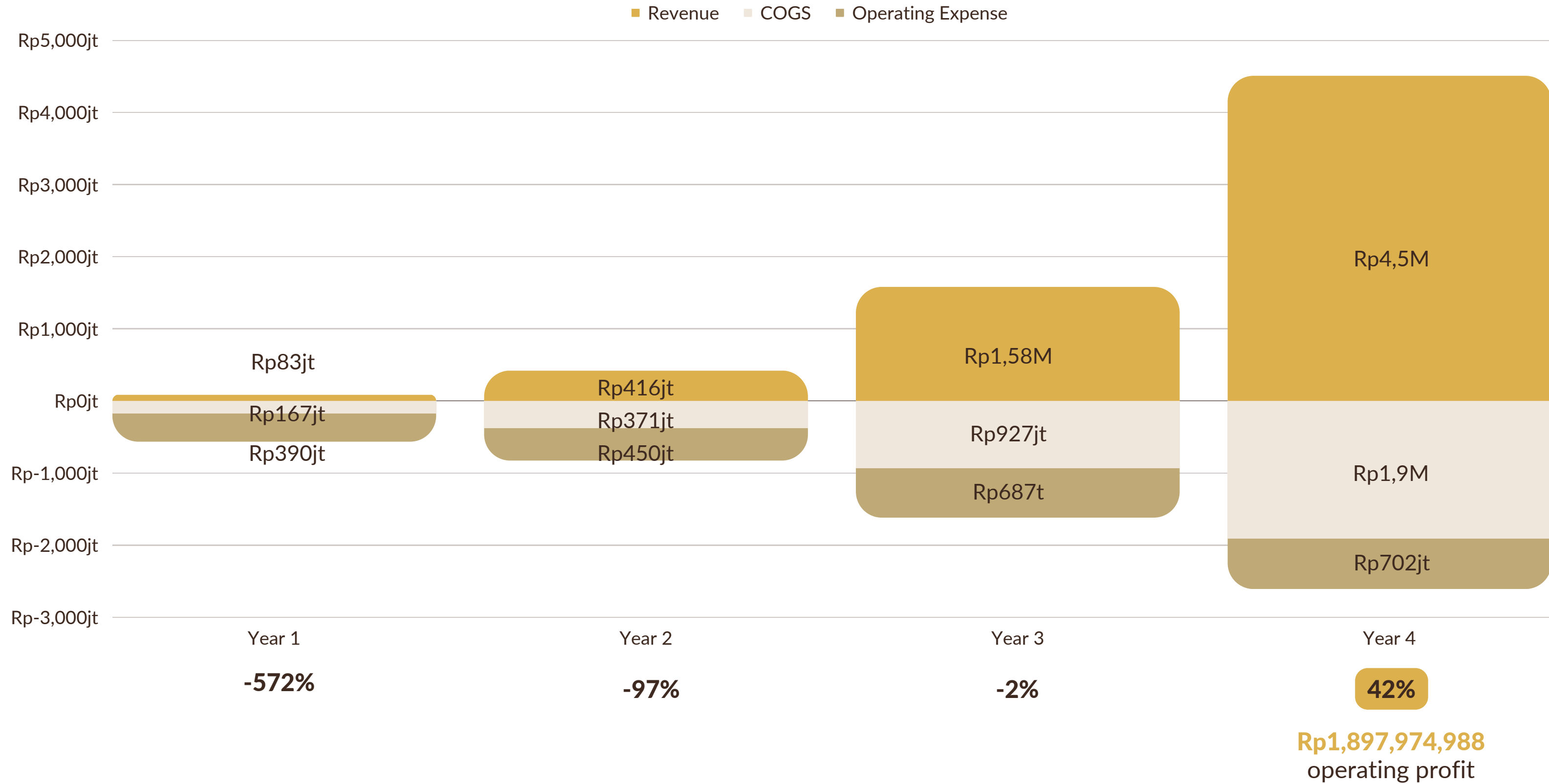
COGS

Clothing materials (Fabric, sewing kit)	Rp8,000
Dye	Rp2,000
String	Rp2,000
Tube Container	Rp5,000
Printing costs	Rp5,000
Hook to the bag	Rp5,000
Delivery Costs	Rp8,000
Building Rent / Item (storage & production)	Rp6,667
Electricity	Rp3,000
Worker fee	Rp3,000
Total cost	Rp47,667
Price	Rp65,000

Assumption:

*The COGS value per unit could decrease because the total unit being produced will increase each year (mass produced), therefore the production cost per product will become cheaper

P&L by Year



Our Team

Compacto



Angelia Lauvita

CMO



Angelina Love

CEO



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CTO



Karen Bianca

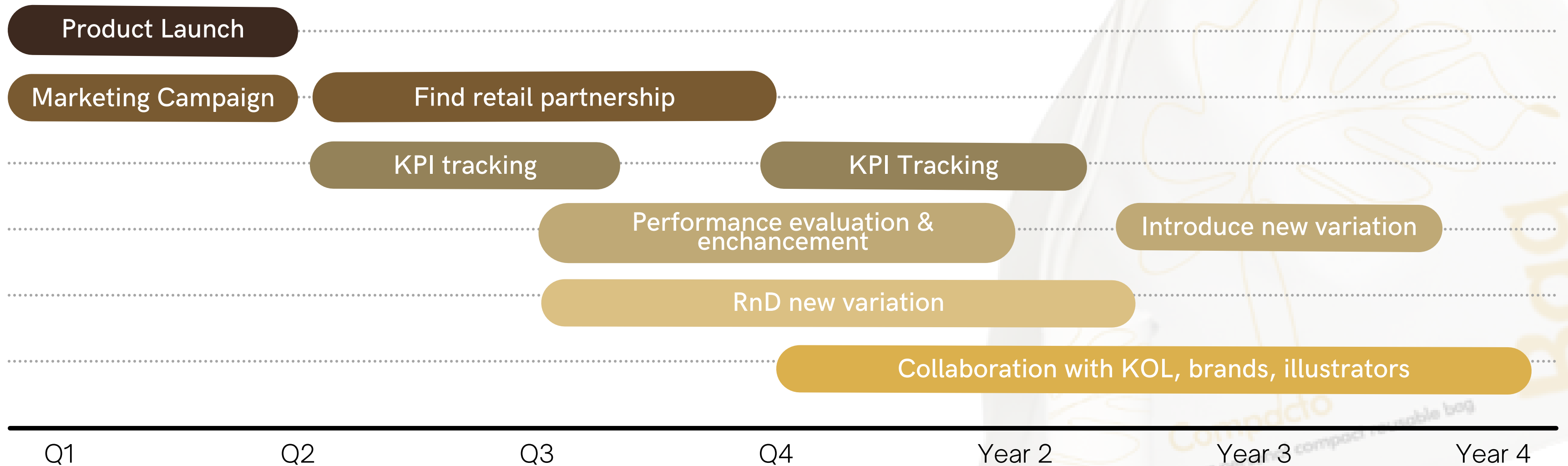
COO



Maria Irene

CCO

Product Roadmap



Thank you!

Once compacto, Always Compacto

