



# CHAT'N'RING

Your Hassle-Free Catering Solution with Variety and Affordability

## Business Innovation #11

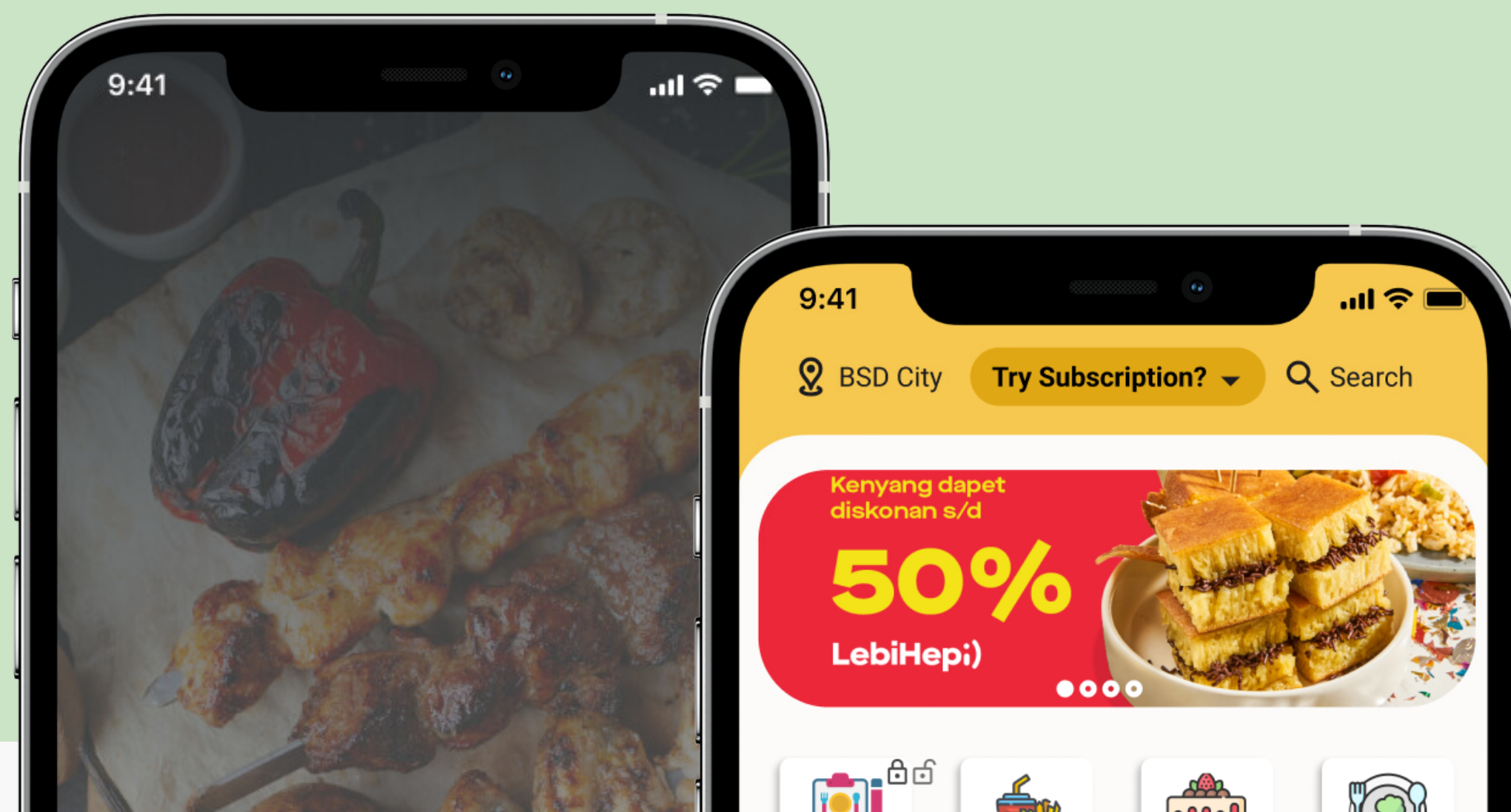
Catherine Candice Wijaya / 23502010001

Jeth Cuthbert Sean / 23101910022

Frida Listiyani Sutedja / 23101910020

I Gede Putu Astana Putra / 23101910028

Angelique Allison / 23101910076



# LATAR BELAKANG

Dalam industri katering, terdapat kekurangan platform khusus dirancang untuk memenuhi kebutuhan perusahaan katering dan pelanggan



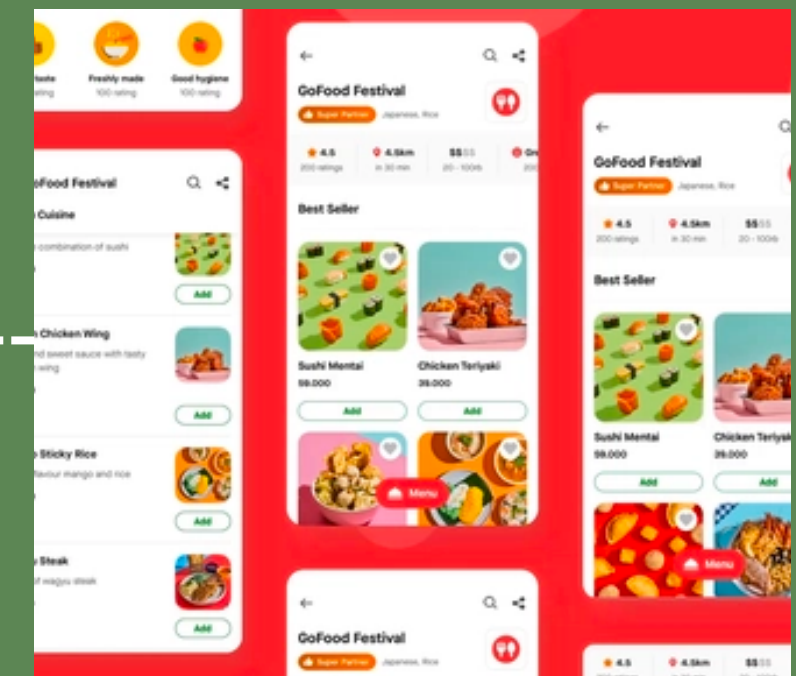
Kesadaran untuk memulai hidup sehat meningkat semenjak pandemi Covid-19 melanda



Kurangnya waktu untuk menyiapkan makanan



Lebih dari 40% remaja hanya makan 1-2 kali dalam sehari



Masih jarang ditemui platform yang dapat menjadwalkan pengiriman makanan.

# CHAT'N'RING: Your Ultimate Catering Experience in the Palm of Your Hand!



JUST **CHAT'N'RING** NOW!

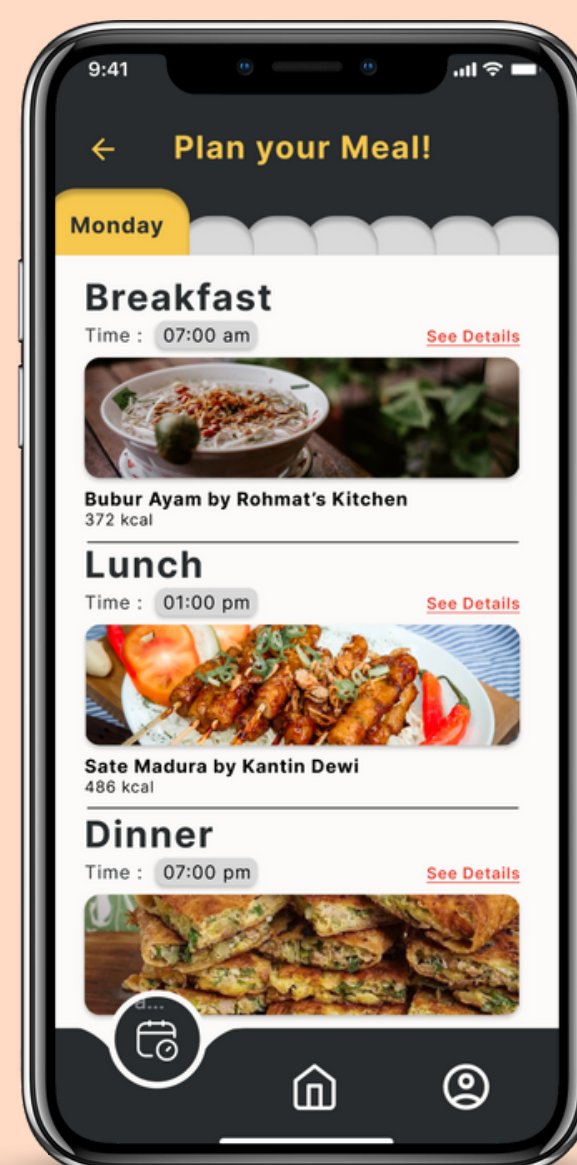
CHAT'N'RING sebagai aplikasi catering **terkemuka** dengan memberikan layanan yang **nyaman, berkualitas tinggi, dan berkelanjutan**

# CHAT'N'RING

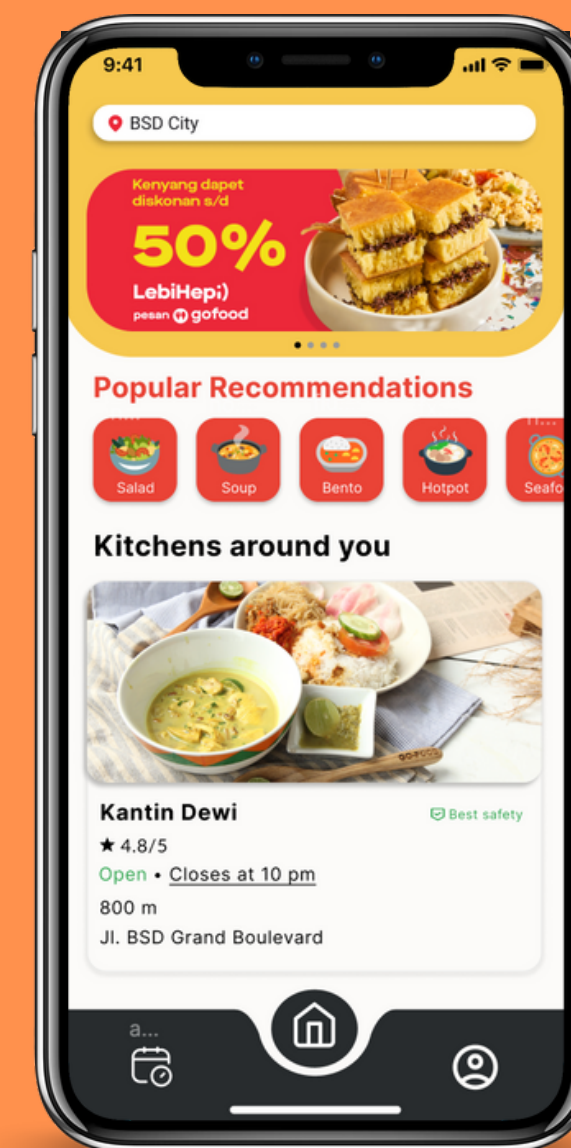
Connecting customers to **quality food and catering providers**, delivering an honest and user-friendly ordering experience, while supporting local businesses and charitable causes in our community.



**Give Special Subscriptions**



**Plan your meals**



**Display Best Meals!**

# Your One-Stop Solution for Bulk Orders, Subscription Convenience, and Daily Delights!



## Services

---

### **CHAT'N'RING** wholesale

- from weekly / monthly meals

### **CHAT'N'RING** party

- bulk orders for company and events

### **CHAT'N'RING** a la carte

- for individual orders & single meal delivery

## Revenue Streams

---

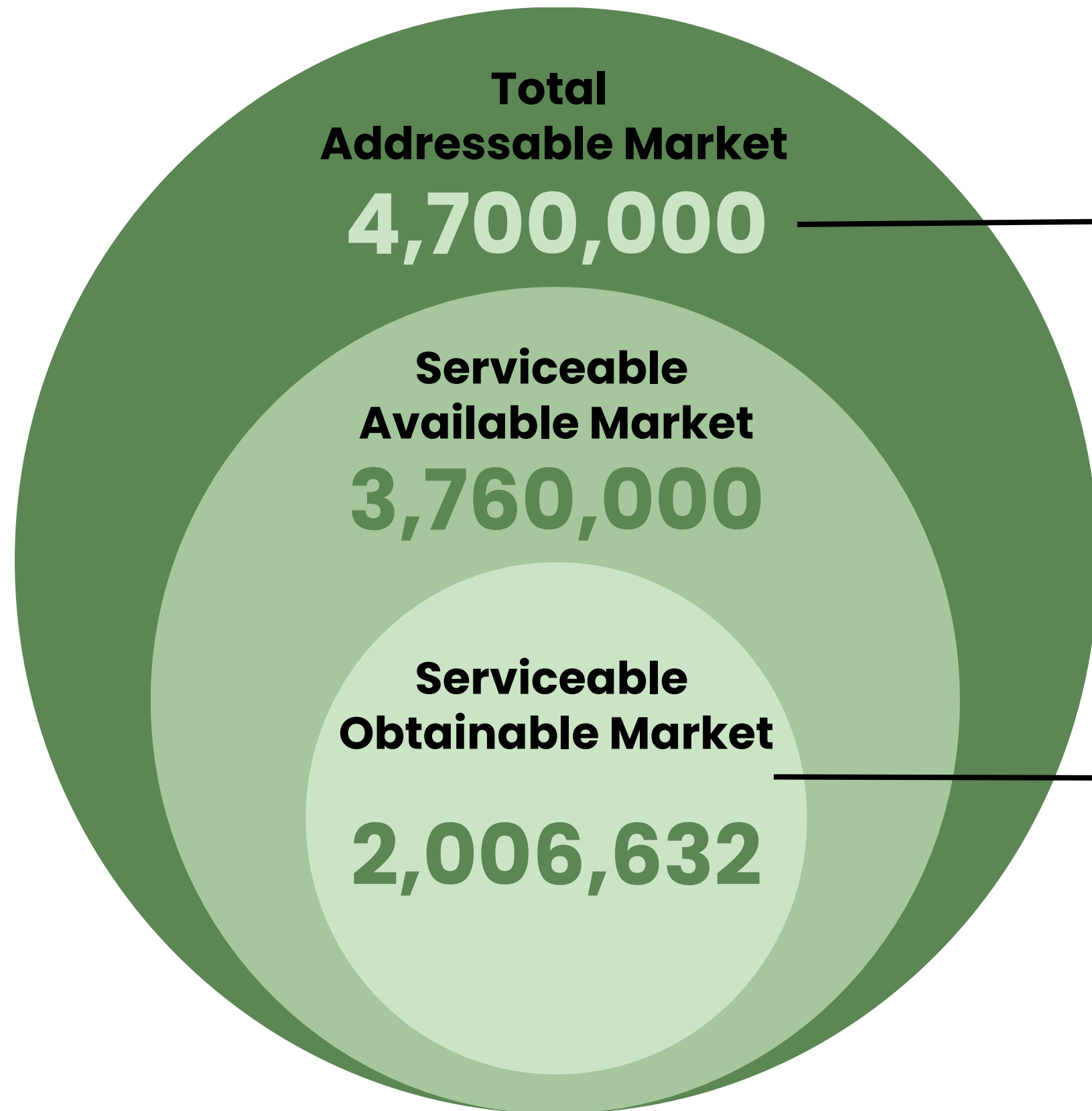
- Advertisement
- Delivery fee
- One time order fee
- Subscription fee (weekly, monthly)
- Product fee
- Massive order fee

## Cost Structure

---

- R&D Expenses
- Operations and Development Costs
- Employee Salaries and Benefits
- Marketing and Advertising Expenses
- Application Development Team Costs
- Payment Processing Fees
- Partner and User Services  
(Customer Service & Support Costs)

# MARKET SIZE



## Market Value

**Rp. 103,400,000,000**

assuming avg sale price : Rp 22.000

## Target Market:

- Students/Workers living away from home
- Companies organizing internal events
- Catering vendors for Event Organizers

# Go-to-Market Strategy Growth

Present

Future

Present

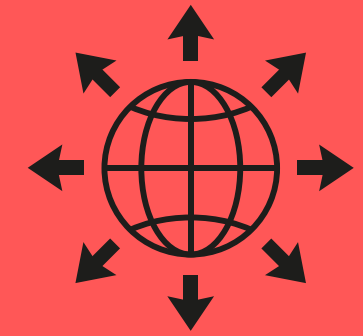


## Penetration

- Targeted Marketing **Campaigns**
- **Referral** & Word-of-Mouth Marketing
- Influencers & Bloggers **Partnership**
- Special **Promotions** and **Discounts**
- **Collaborations** with Corporate Clients
- Customer Retention **Strategies**

## Expansion

- **Geographic** Expansion
- Menu **Diversification** (new cuisine, vegan, gluten-free)
- Campus / Workplace **Partnership**
- **Loyalty Programs**



Future



## Innovation

- Interactive Menu **Customization**
- AI-Powered Meal **Recommendations**
- **Gamification** elements
- **Virtual Community Engagement**
- **Customizable** Meal Plans

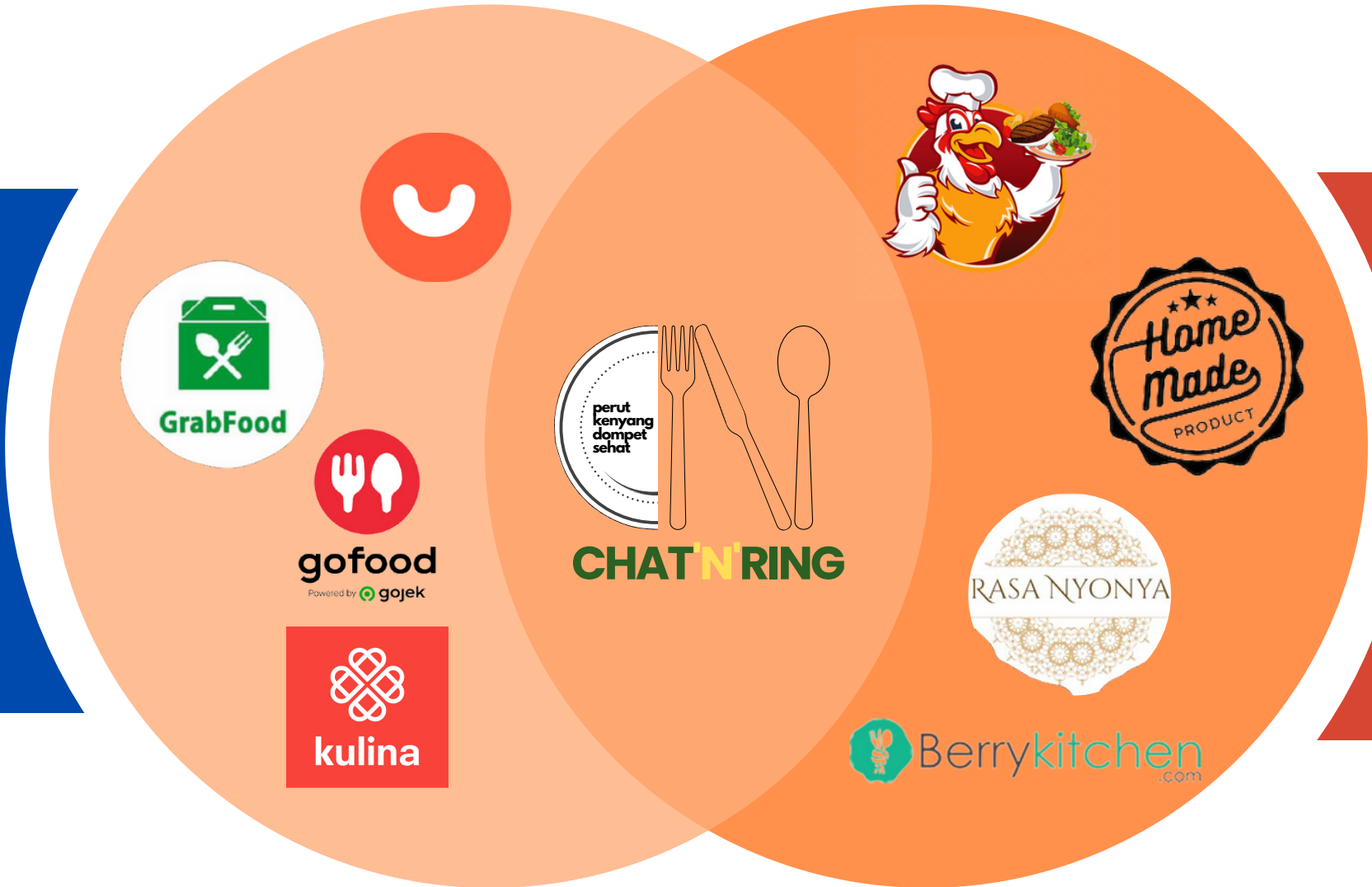
## Aggression

- Mobile App **Gamification**
- **Meal Planning**
- **Ambassador** program



# CHAT'N'RING tapping the gap in the online catering industry

- Limited Catering Options
- Lack of Catering-Specific Features
- Higher Delivery Costs
- Limited Personalization
- Focuses on individual food delivery



- Limited Online Presence
- Lack of Menu Customization
- Limited Delivery Options
- Limited Event Management Support
- Lack of Transparent Pricing
- Inefficient Communication Channels

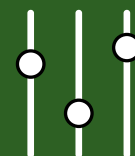
**CHAT'N'RING:** Your Hassle-Free Catering Solution with Variety and Affordability



Convenience



Time-Saving



Customizable



Direct Communication



Transparent Pricing



# MEET OUR TEAM

CATHERINE  
CANDICE W  
**CEO**



ANGELIQUE  
ALLISON  
**CMO**



FRIDA  
LISTIYANI  
**CTO**



I GEDE PUTU  
ASTANA  
**COO**



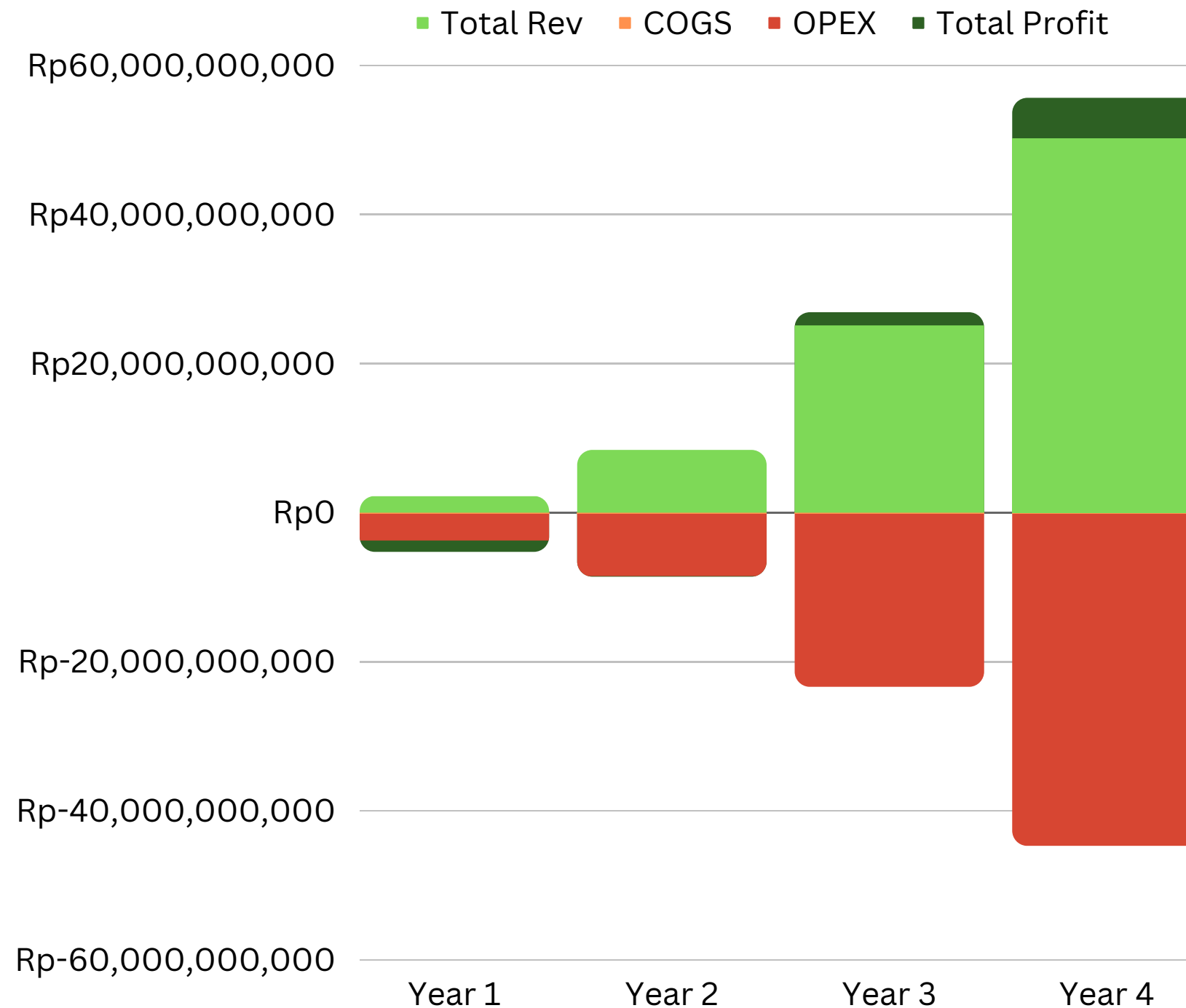
JETH CUTHBERT  
S.  
**CFO**



# Financial Projection : P&L



BUSINNOV #11



**167%**

Avg Number of User Growth

**195%**

Avg Revenue Growth

**Rp 1,414,914,813**

Avg Profit



# CHAT'N'RING Roadmap

Our platform for catering, catering to students or workers living away from home and companies or EOs, is currently in the development stages. We have successfully completed the app's conception, planning, and design. Currently, the app will be developed and rigorously tested to ensure a seamless user experience.

01

- **Complete development** of core features
- Build **partnerships** with local restaurants, caterers, and food suppliers.
- Focus on **user acquisition** and establishing a **strong customer base**.
- Implement **secure payment processing and order tracking**.
- Develop a **meal customization feature**.

02

- **Optimize** the app's search functionality to filter food options based on needs.
- Enhance the **UI and navigation** for seamless browsing and ordering.
- **Social engagement:** allow users to share their exp, reviews, and recs.
- **Strengthen delivery logistics** to ensure food delivery to user.

03

- **Expand** services to cities.
- Provide **personalized meal recommendations** based on user preferences and order history.
- Continuously **improve** the app based on feedback and trends.
- Develop a **bulk order** feature.
- Explore **new revenue streams** (corporate clients, EO)

04

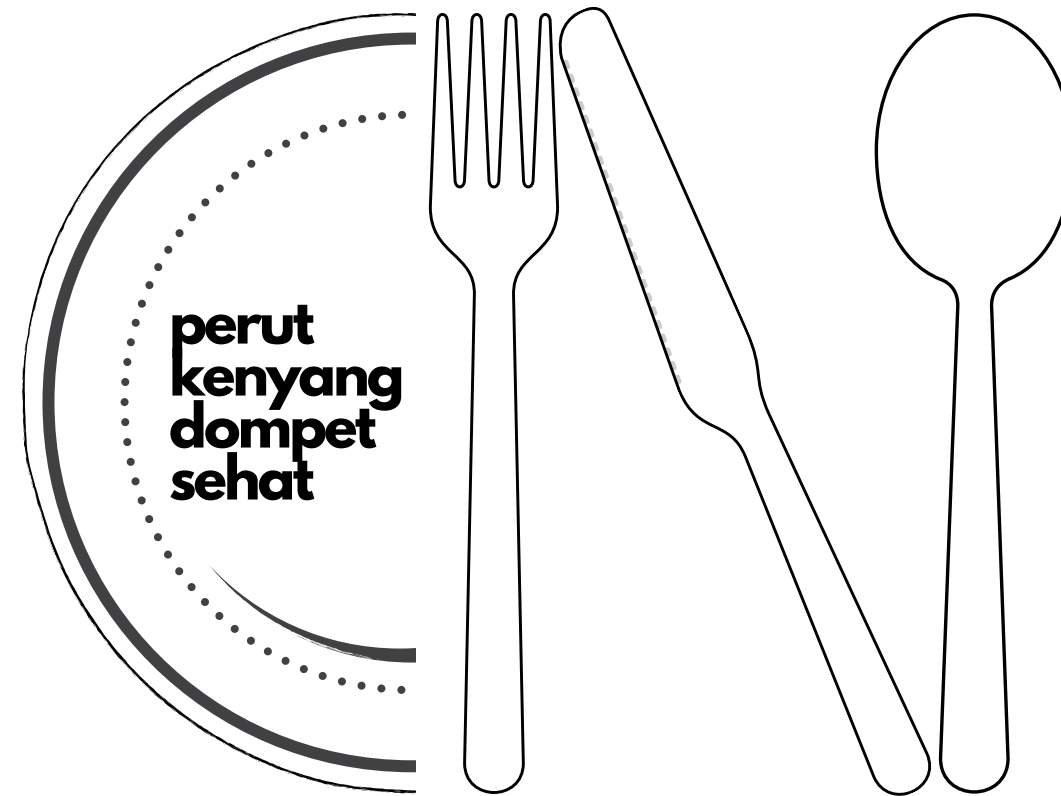
- **Expand** services to Indonesia.
- Introduce **innovative features** (virtual food experiences, gamification elements)
- **Collaborate** with nutritionists or dietary experts
- Develop **strategic marketing campaigns**.
- Continuously **analyze and optimize** the app's performance

05

- Become a **leading platform** for catering.
- **Explore partnerships** with student housing, educational institutions, university, workplace for exclusive offers and promotions.
- Create **loyalty programs**, referral codes, and personalized offers.
- **Innovate and adapt** the app to stay ahead of market trends

Delight in seamless catering when you're away from home

**TASTE CONVENIENCE AT ITS FINEST!**



JUST **CHAT'N'RING** NOW!

**Thank You**