



MUSELLY

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PROBLEM

- Lack of concern for sustainability and the environment.
- Unhealthy and nutritious food with inappropriate portions.
- Minimal knowledge of healthy eating patterns.
- Eating healthy is associated with high-costs and maintenance.
- Personal preferences and special needs.
- Food freshness is not maintained.

WHO THE CUSTOMERS/USERS IMPACTED

- Busy people
- Care about health and sustainability
- Have special preferences
- Workers, Students, etc

CONTEXT OR INDUSTRY AND SCOPE

- Context or industry: the fast food industry that focuses on the health and active lifestyle market segments as well as sustainability and environment
- Scope: healthy meal prep product development, appropriate packaging, efficient distribution and sales, as well as education and good customer service

FACT!

- According to a Euromonitor International report, the value of the ready-to-eat food market in Indonesia reached around 1.2 billion US dollars in 2020, and is expected to continue to grow in the near future.
- According to a survey by Nielsen, around 55% of Indonesian consumers stated that they pay great attention to the nutritional value and ingredients of food when shopping
- Indonesia is part of the Coral Triangle, a region recognized as the global center of marine biodiversity.
- The Seafood Savers program in Indonesia promotes sustainable seafood production through the adoption of responsible fishing practices and improved supply chain sustainability.



Problem Statement



Solution

- Offer a wide variety of pre-packaged meals in a easy-to-use vending machine with a place to heat the meals, and recycle waste
- Ensure all meals are nutritionally balanced and portion-controlled
- Offer educational healthy food content
- Allow customization options
- Invest in high-quality packaging and use best ingredients
- Use only recyclable packaging

Value Proposition

- Provide nutritionally balanced and customizable meals, delivered fast to your door or available in vending machines
- Committed to freshness, sustainability, and education

SOLUTION

How does it really address and solve the problems?

- The vending machine offers ready-to-eat meal prep with the option to heat up the food.
- Fully supports sustainability by using recyclable packaging and using shellfish as an ingredient

PRODUCT

User Journey

DISCOVERY

EXPLORATION

ORDER

PAYMENT

DELIVERY/
COLLECTION

CONSUMPTION

FEEDBACK &
REVIEW

Service Flow

MEAL PREP

PACKAGING

Delivery

CONFIRMATION

COURIER
ASSIGNMENT

DELIVERY

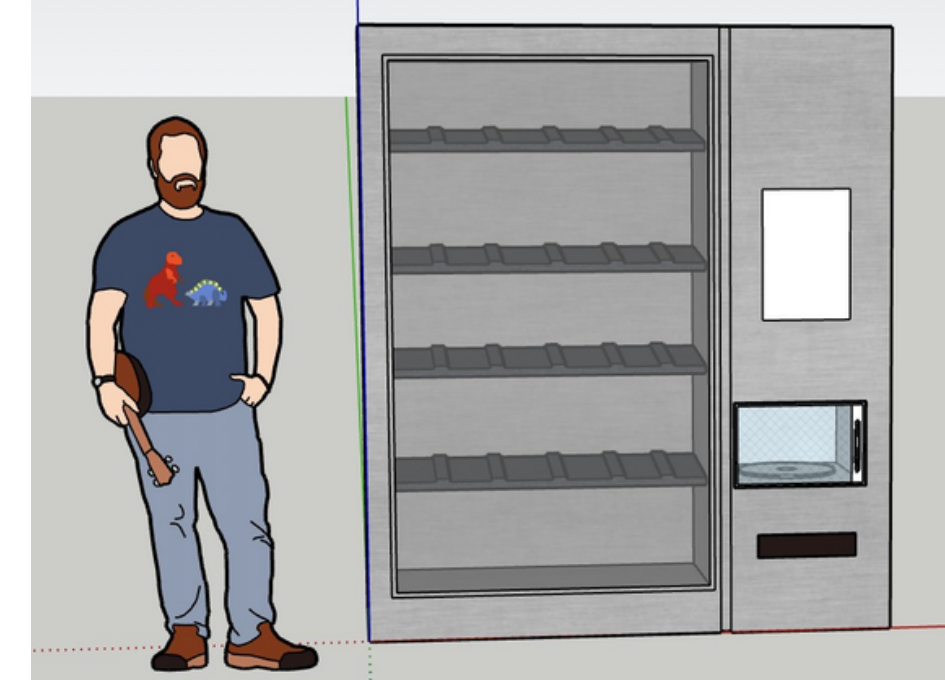
CUST SUPPORT

Vending Machine

MEAL STOCKING

INVENTORY
MONITORING

MAINTENANCE

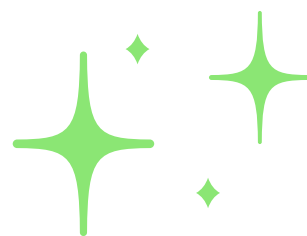


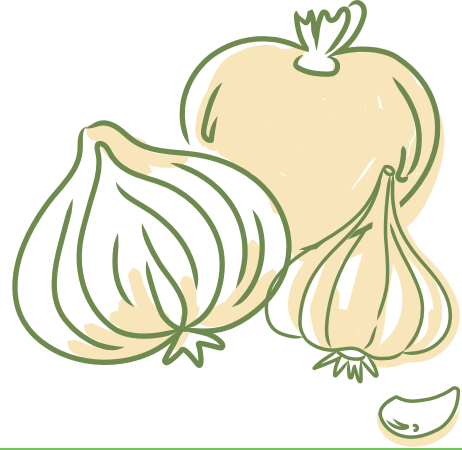
System Topology & Technology Used

- Social Media Platform
- Order Management System
- Payment Gateway
- Inventory Management

- Instagram, TikTok, etc
- CRM: Salesforce, Zoho, G-Sheets
- Qr Generator, M-Banking
- G-Sheets, QuickBooks

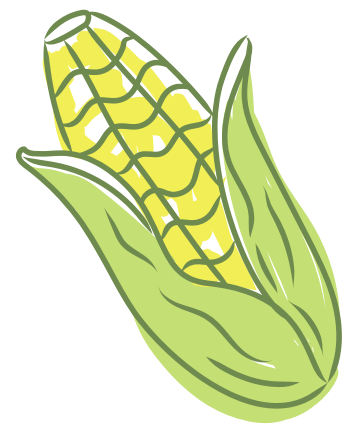
Fast, Customization, and Sustainability.





MUSSELY

09



Industry: F&B

Innovation Field: Sustainable Seafood Vending Machine

PROVIDING HEALTHY READY-TO-EAT MEALS USING THE CONCEPT OF MEAL PREP, THE USE OF INNOVATIVE VENDING MACHINES. SELECTION OF HIGH-QUALITY FOOD AND FRESH INGREDIENTS TO PROVIDE A PRACTICAL, HEALTHY AND SATISFYING DINING EXPERIENCE FOR OUR CONSUMERS

PRODUCT

- Vending machine with a microwave available, and a place to recycle old packaging.
- The meal prep ingredients are mostly sustainable seafood, with various healthy options.

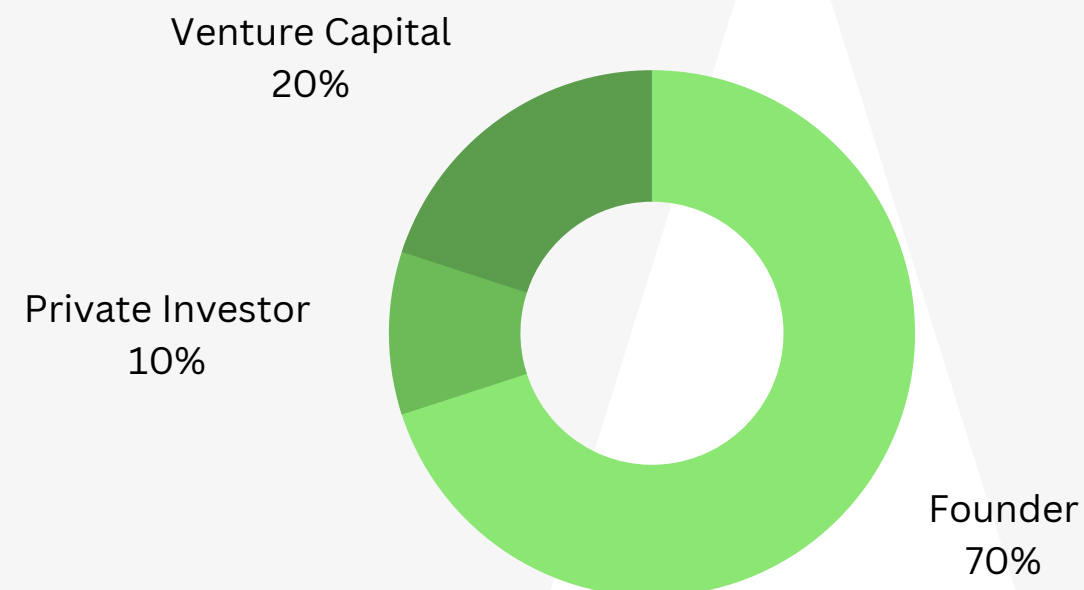
COMPETITIVE ADVANTAGES

- Quality fresh and organic ingredients
- Personalization menus
- Practical and simple
- Menus designed with attention to nutritional balance and nutritional needs
- Use of sustainable seafood

SUSTAINABILITY COMMITMENT

- Providing a healthy, practical and fresh eating experience to consumers
- Minimize food waste
- Partner with local suppliers to support local economic growth and maintain raw material quality
- Impact on sustainability and the environment

INVESTOR & OWNERSHIP

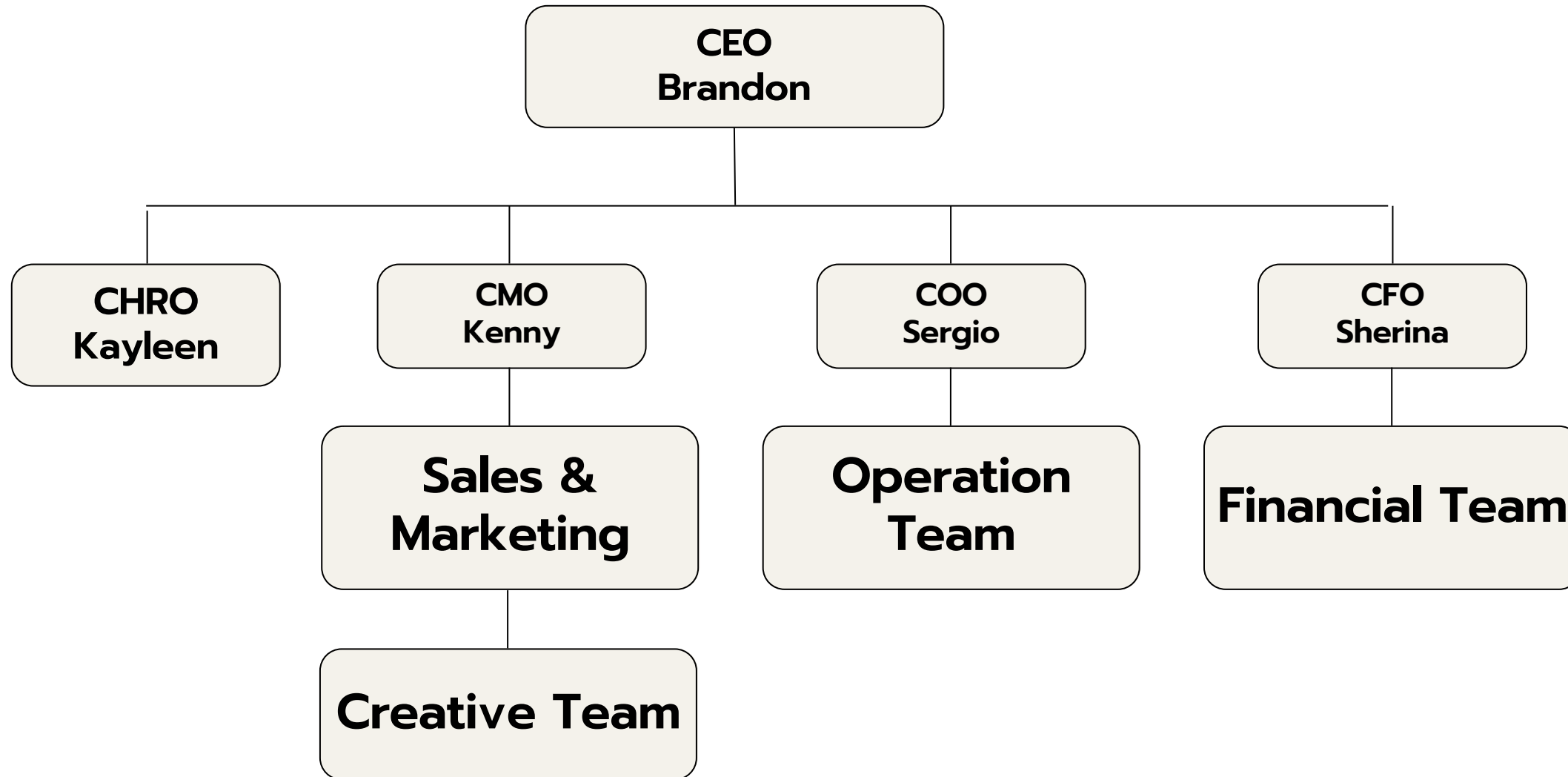


OTHER BUSINESS PORTOFOLIO

- Healthy Catering
- Healthy food E-Commerce



ORGANIZATION PLAN



CEO (CHIEF EXECUTIVE OFFICER)

- Oversee the overall company strategy and decision-making.
- Ensure the innovation aligns with the company's vision and goals.
- Coordinate cross-departmental efforts for successful implementation.
- Provide strategic direction and leadership for the innovation.

CHRO (CHIEF HUMAN RESOURCES OFFICER)

- Oversee the overall company strategy and decision-making.
- Ensure the innovation aligns with the company's vision and goals.
- Coordinate cross-departmental efforts for successful implementation.
- Provide strategic direction and leadership for the innovation.

CMO

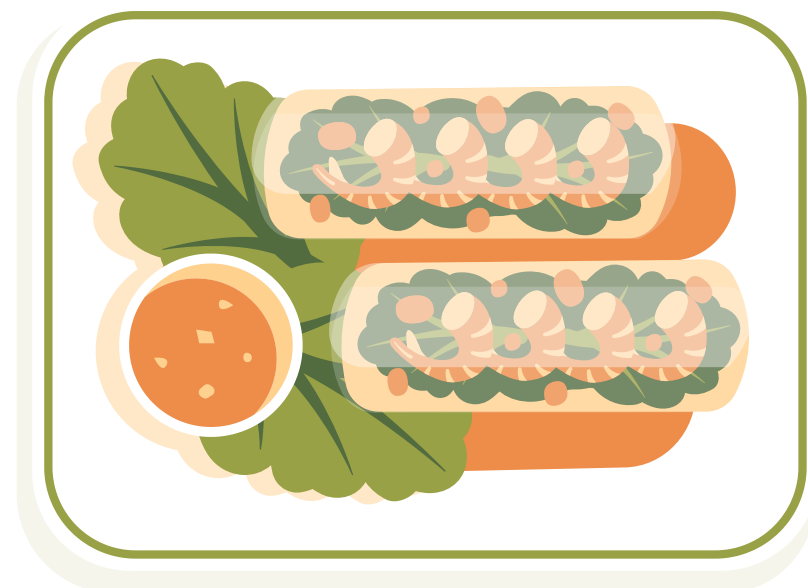
- Develop marketing strategies to promote the innovation.
- Increase brand awareness and market the benefits.
- Create compelling promotional campaigns.
- Emphasize the advantages of the innovation to customers.

COO

- Operationalize the innovation in production, distribution, and logistics.
- Ensure quality and quantity in production processes.
- Evaluate operational efficiency and identify areas for improvement.
- Coordinate with teams to ensure smooth implementation.

CFO

- Ensure availability of financial resources for the innovation.
- Manage budgets and control expenses.
- Identify potential investment opportunities.
- Conduct financial analysis for growth and success.



Business Model

- Direct Sales
- Collaboration

MONETIZATION

REVENUE STREAM

Sales
Heating Pack
Bulk Orders
Partnership Revenue

PRICING POINT

- Ingredients
- Packaging
- Employee
- Operational Cost

MARGIN

It's common in the healthy meal prep to aim for a gross margin in the range of 30-50%

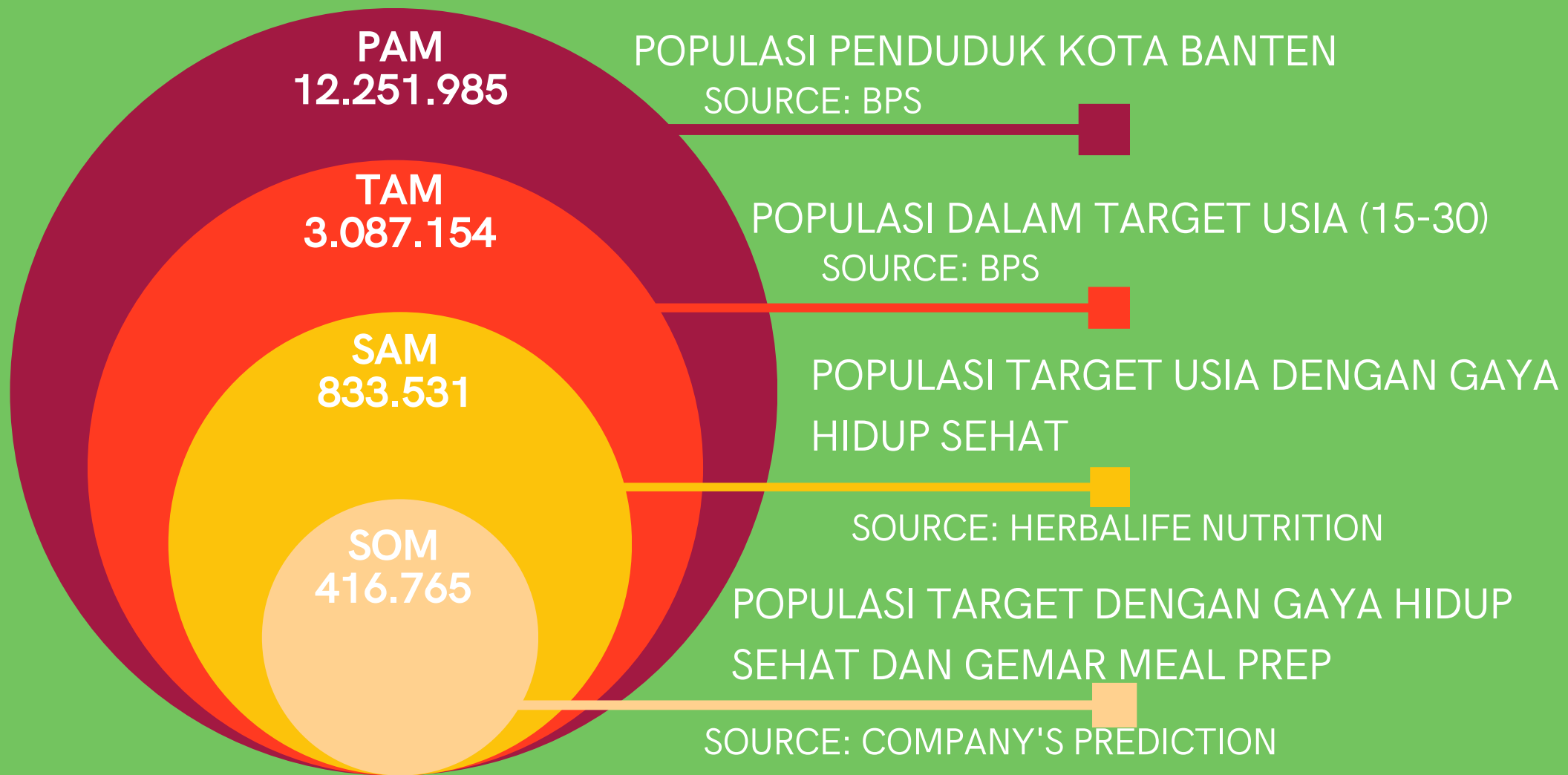
COST STRUCTURE

Fixed cost: Salaries, Rent, Depreciation, Equipment, Utilities, License
Variable cost: Ingredients, Packaging, Delivery, Marketing Cost



ORGANIZATION NAME

Market Size & Market Plan



1. Build Brand Presence

Start with at least 1500 followers on IG, 700 followers on tiktok, and 500 followers on FB.

2. Establish Market Presence

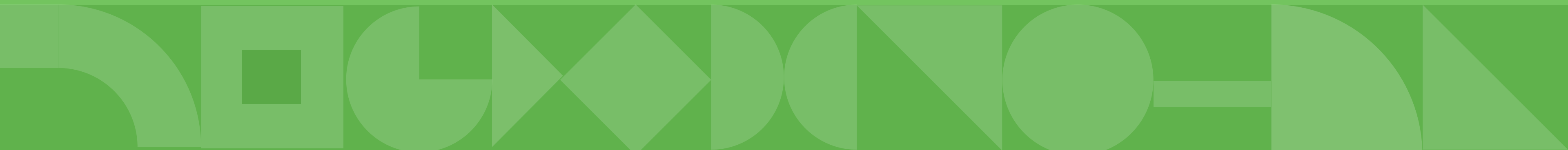
Promote Muselly's Unique Selling Point and further push for sustainability.

3. Optimize Branding Strategies

Increase engagement rates, hosting events and/or collaboration with organizations/offices/universities

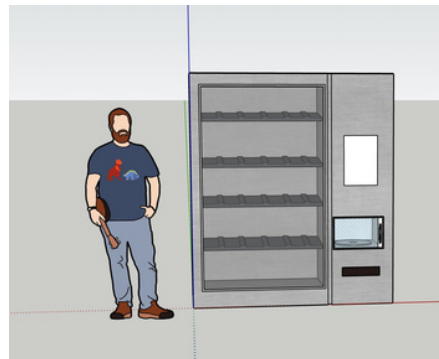
4. Build Multiple Revenue Channels

Diversify new product lines, build an application, add new features.



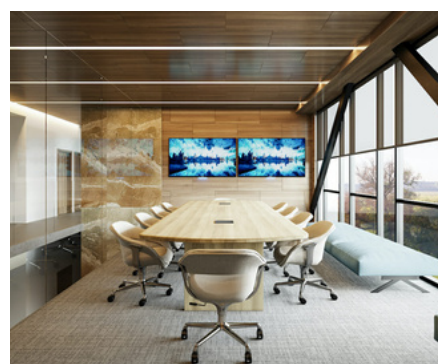
Marketing Mix


PRICE



- Start from 50.000/pax


PLACE



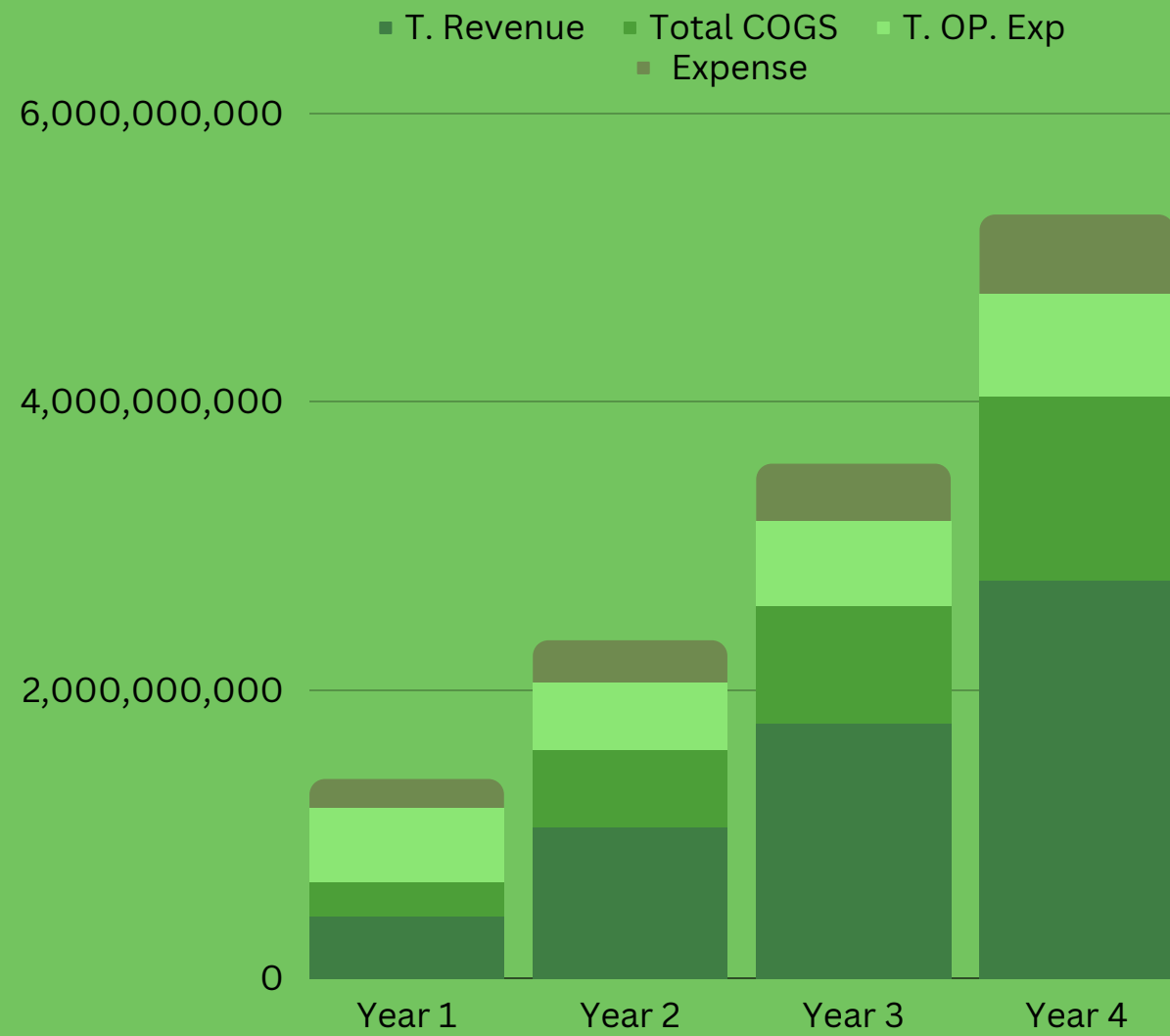
- Student Residence
- Apartments
- Offices

Competition Analysis

FEATURES	Gorry Gourmet	Yummy Box
Services	Delivery-Focused	App-Focused
Ingredients	Variety of options, supports customization	Focused more on office lifestyle
Taste	Taste is good for 2 hrs, frozen food for 6 hrs	Tastes good, variety of options, filling portion
Packaging	Mostly paper & plastic packaging	Mostly paper & plastic packaging
Price	Start from 500.000	Start from 25.000/pax



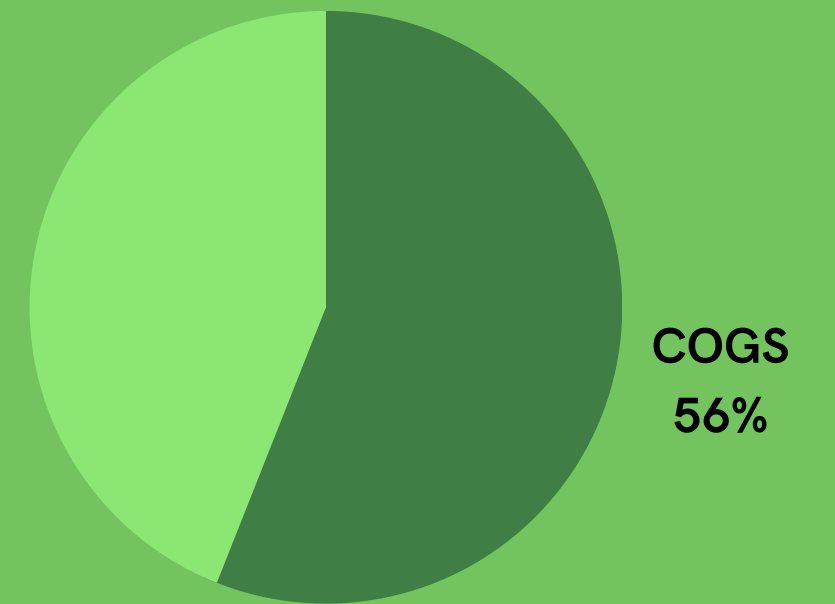
ORGANIZATION NAME



70%

Total Revenue

Gross Margin
44%



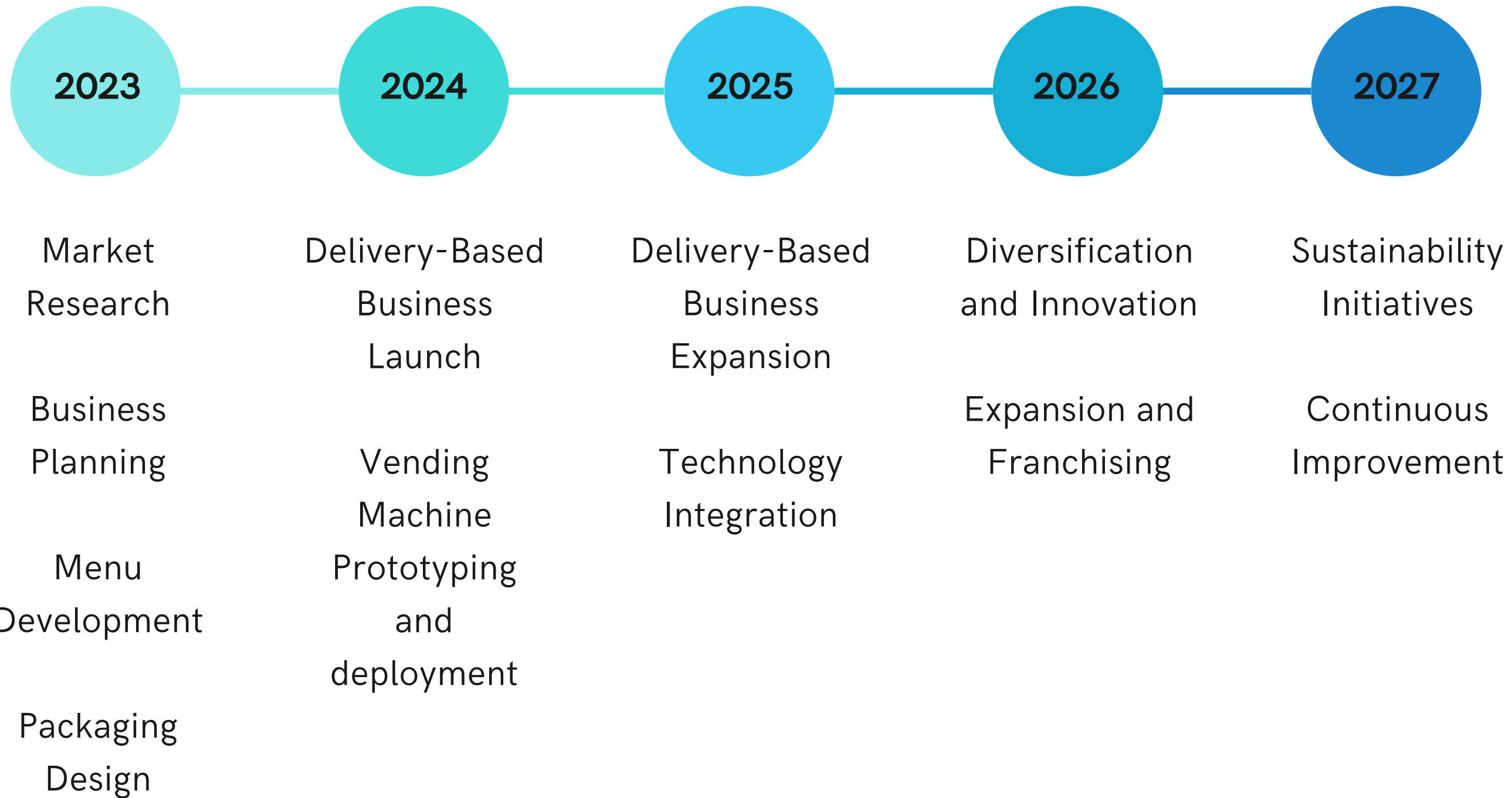
Operating Profit

RP. 167,451,200

/Year

Financial Projection

ROADMAP



Summary

Simple

Fast

Healthy

Sustainable

