Digital Supply-Chain Platform:
A New Biz Model to Stabilize Foods Price, Supply and Accelerate Economic Growth

CEO etanee Food Marketplace

@etanee 2018
Current Issues in Food Industry

Food Supply-chain Issues

- Farmer
- Processing
- Distributor
- Wholesaler/Trader
- Retailers
- Consumer

- Market uncertainties
- Logistic Management
- Inventory Management
- Fair margin
- Market coverage/accessibility
- Inconvenience shopping experience

End-consumer Pain Points

- Traffic to Market
- Shopping Inconvenience
- Reasonable Price
- Quality Assurance

Current issues on foods industry: inefficient distribution chains, market uncertainties at upstream and delay demand info at down-stream.

End consumers facing many inconveniences throughout shopping journey when buying groceries and perishable products at point of purchase.
What is etanee?

Sequential Supply Chain

Digitalized Supply Chain

1. Supply Management (Auto PO & Auto Replenishment)
2. Logistic Management (Stockist Management System)
3. Transporter (etanee Delivery App)
4. Consumer Solution

Digital Supply-chain and Marketplace will enable all supply-demand players, seller-buyer to be connected digitally.
etanee Focus on Staple Foods

Frozen Foods

Fresh Products

Dry Category

Frozen Foods Consumption Trend

Indonesia frozen food market revenue, by type, 2014 - 2024 (USD Million)

CAGR +18%

TRIGGER
• Increase awareness on healthy and frozen foods
• Rapid innovation on meat processing foods

CHALLENGES
• Cold-chain infrastructure is not well-developed
etanee Channel Development Model

GROWTH FACTOR:
Sharing economy approach on channel development to accelerate growth

Supplier -> Stockist

Stockist
- Chicken
- Beef
- Processed Foods
- Dry Foods

Transporter (ojek etanee)

Marketplace Seller
- Marketplace
  - Agen etanee
  - Kios
  - Warung
  - Resto
  - Gerobak
  - Pasar

ONLINE
- Cash Before Delivery
- End-consumer

OFFLINE
- Cash On Delivery
What we are going to solve?

Spread the logistic distribution closer to consumer

Reduce *unnecessary spending* (rental cost, trading term, tax)

Distribution tracking & automation from supplier to consumer (auto PO, stock monitoring, etc)

Ensure product quality along the supply chain

Involve people's resource to *accelerate growth and sharing economic*

Shopper Convenience
Price and Supply Stability

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Note: Harga etanee 20% lebih murah dari harga konsumen di pasar
Growth Partnership

Joint-operation & Co-branding

SUPPLIER

Category Manager

CHANNEL

Super DC

CUSTOMER

END USER

Fintech & Financial

Partner-ship Program with Government

Kab. Cianjur, Digitalisasi Pasar Cipanas
Kota Bekasi, Program Pemberdayaan Ekonomi
Kota Bandung, Digitalisasi 37 Pasar Rakyat
DKI Jakarta, Implementasi Perda No. 4 Tahun 2007
Kemendag RI, Digitalisasi Pasar Rakyat
Kemenkop RI, Program Digitalisasi Koperasi (KKMB)
Thank You

Online Shopping: [http://etanee.id](http://etanee.id)
Web Portal: [www.etanee.co.id](http://www.etanee.co.id)
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