English



KETRINGAN

Standardized catering marketplace

We're aiming to create an integrated culinary industry that supports food security and empower the SMEs in Indonesia

in line with :

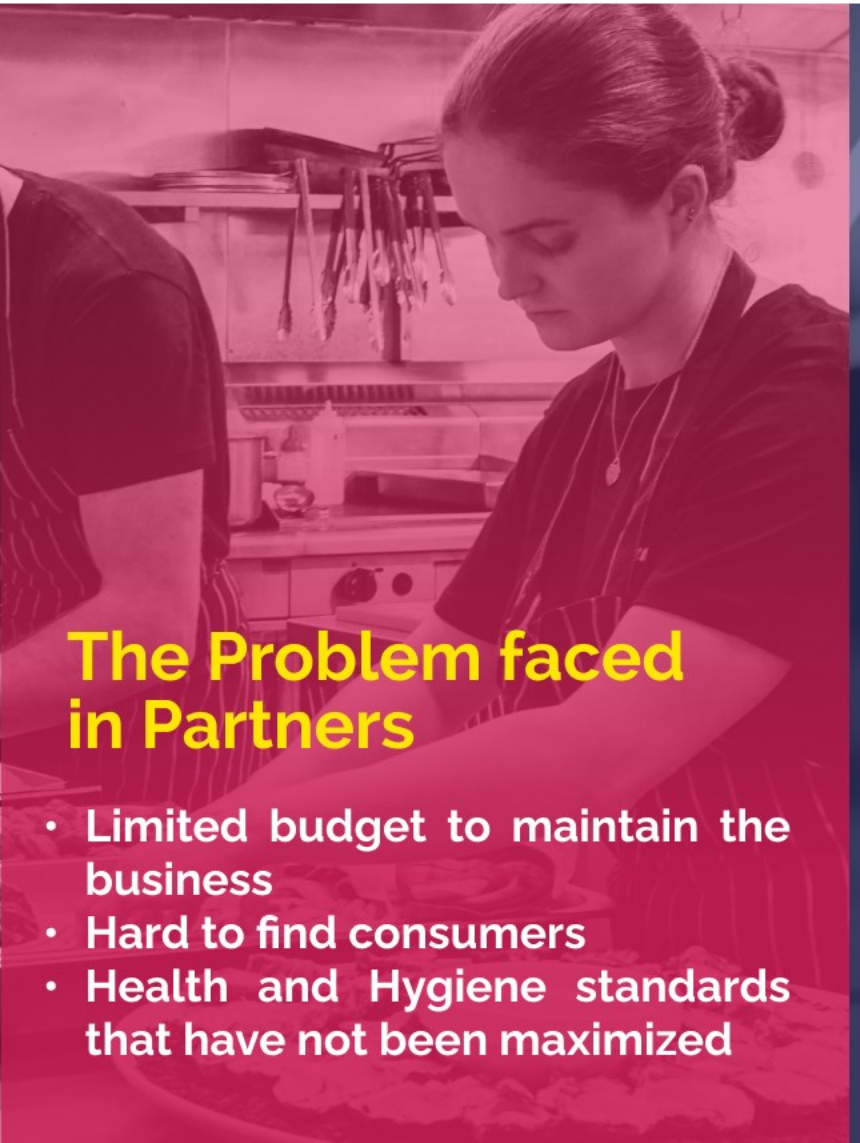
SUSTAINABLE DEVELOPMENT GOALS

2 ZERO HUNGER

8 DECENT WORK AND ECONOMIC GROWTH

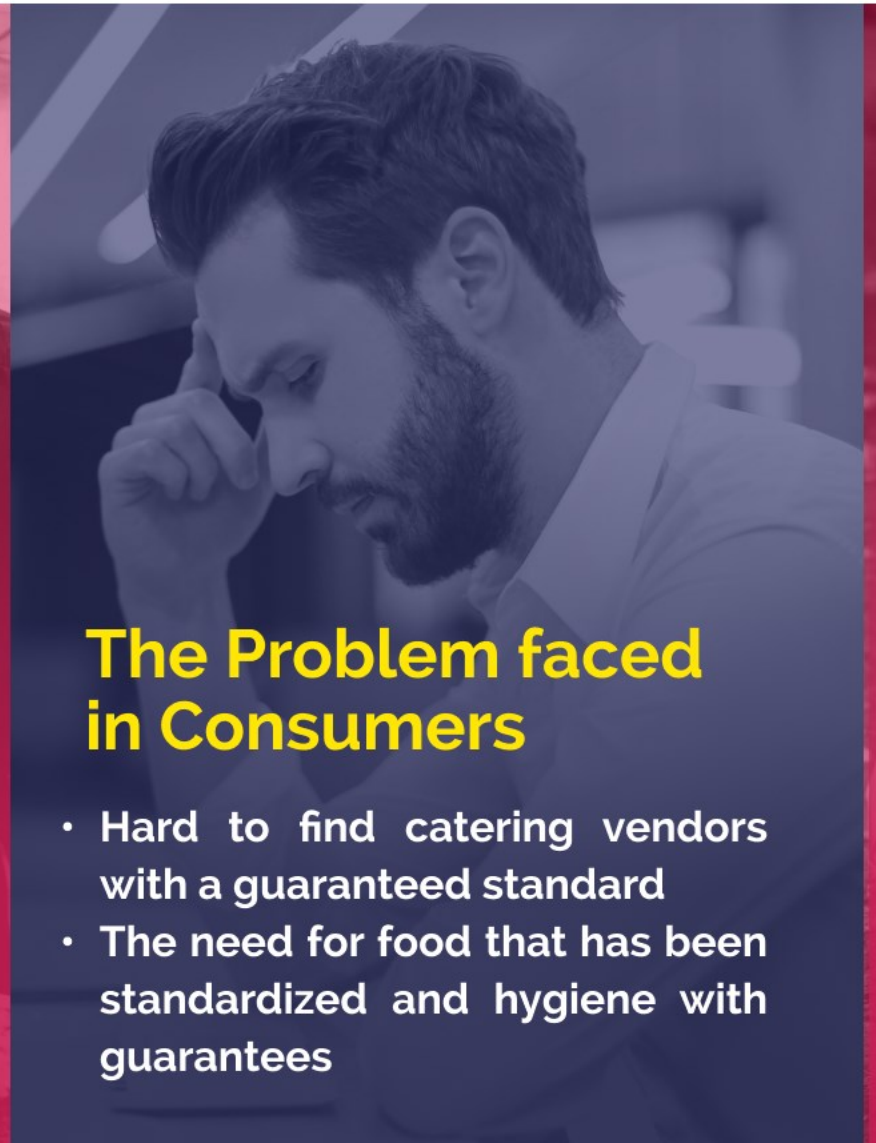
17 PARTNERSHIPS FOR THE GOALS

Problem



The Problem faced in Partners

- Limited budget to maintain the business
- Hard to find consumers
- Health and Hygiene standards that have not been maximized



The Problem faced in Consumers

- Hard to find catering vendors with a guaranteed standard
- The need for food that has been standardized and hygiene with guarantees



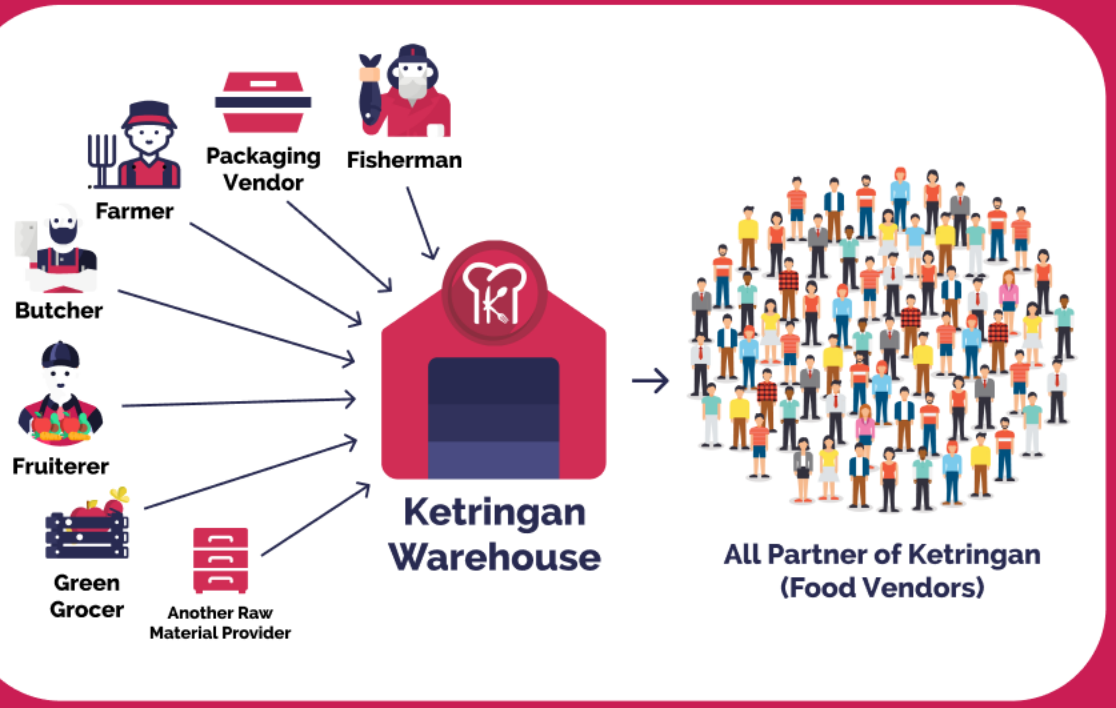
General

- worries of getting good raw materials to produce food with good quality

Solution

- KETRINGAN will become the marketplace for consumers to find catering services
- KETRINGAN will guarantees that the food is standardized and hygiene
- KETRINGAN will help on providing vendors with good material so they can produce food with good quality for consumers
- KETRINGAN will support caterer vendors that have limited budget with capital in material form, providing package to the delivery.

Supply Chain



We Get

5 - 10%

Commission in **supply chain**

How We Work



We Get

15 - 20%

Commission **each box**

Standardizing





Provide Facilities

- Bookkeeping
- Delivery Assistance
- Marketing assistance
- Raw Materials Loan
- Packaging
- Empowered SMEs

Market Size



Students

Total of Students on 2019
7.339.164
Total Available Market

Total of Students in West Java on 2019
767.149
Service Available Market

KETRINGAN Potential Users from Students
76.715
Share of Market
10% of Available market



Wedding Events

Total of Wedding Event on 2019
1.261.318
Total Available Market

Total of Wedding Event in West Java on 2019
409.699
Service Available Market

KETRINGAN Potential Users from Wedding Event
40.970
Share of Market
10% of Available market



Family

Total of Family on 2017
86.437.053
Total Available Market

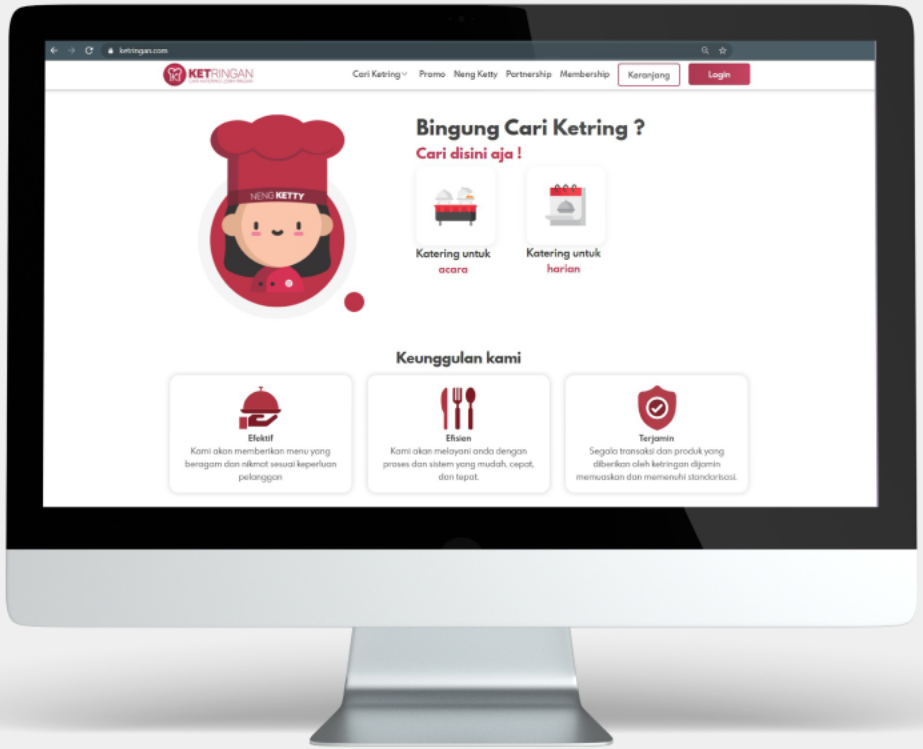
Total of Family in West Java on 2017
12.514.169
Service Available Market

KETRINGAN Potential Users from Family
1.251.416
Share of Market
10% of Available market

Website With Safe & Fast Transaction System

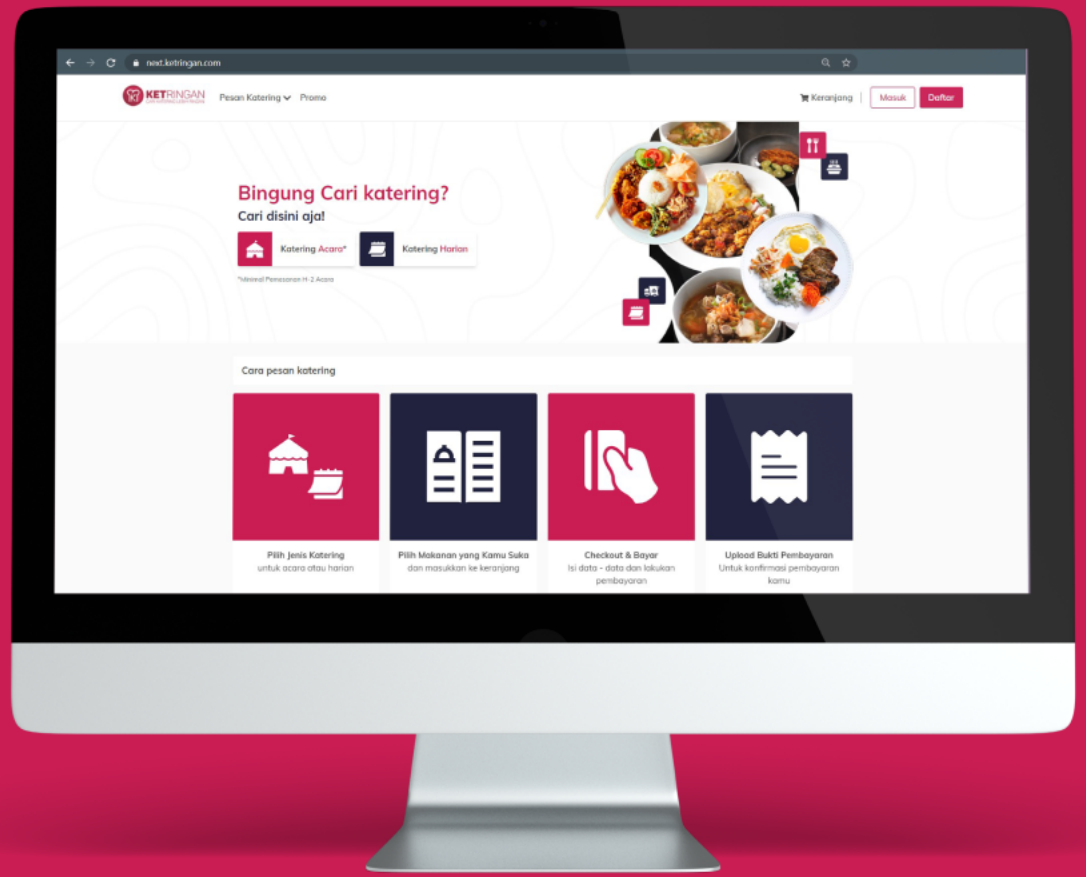
Current Display

www.ketringan.com



V1 V2

Next update
On progress...



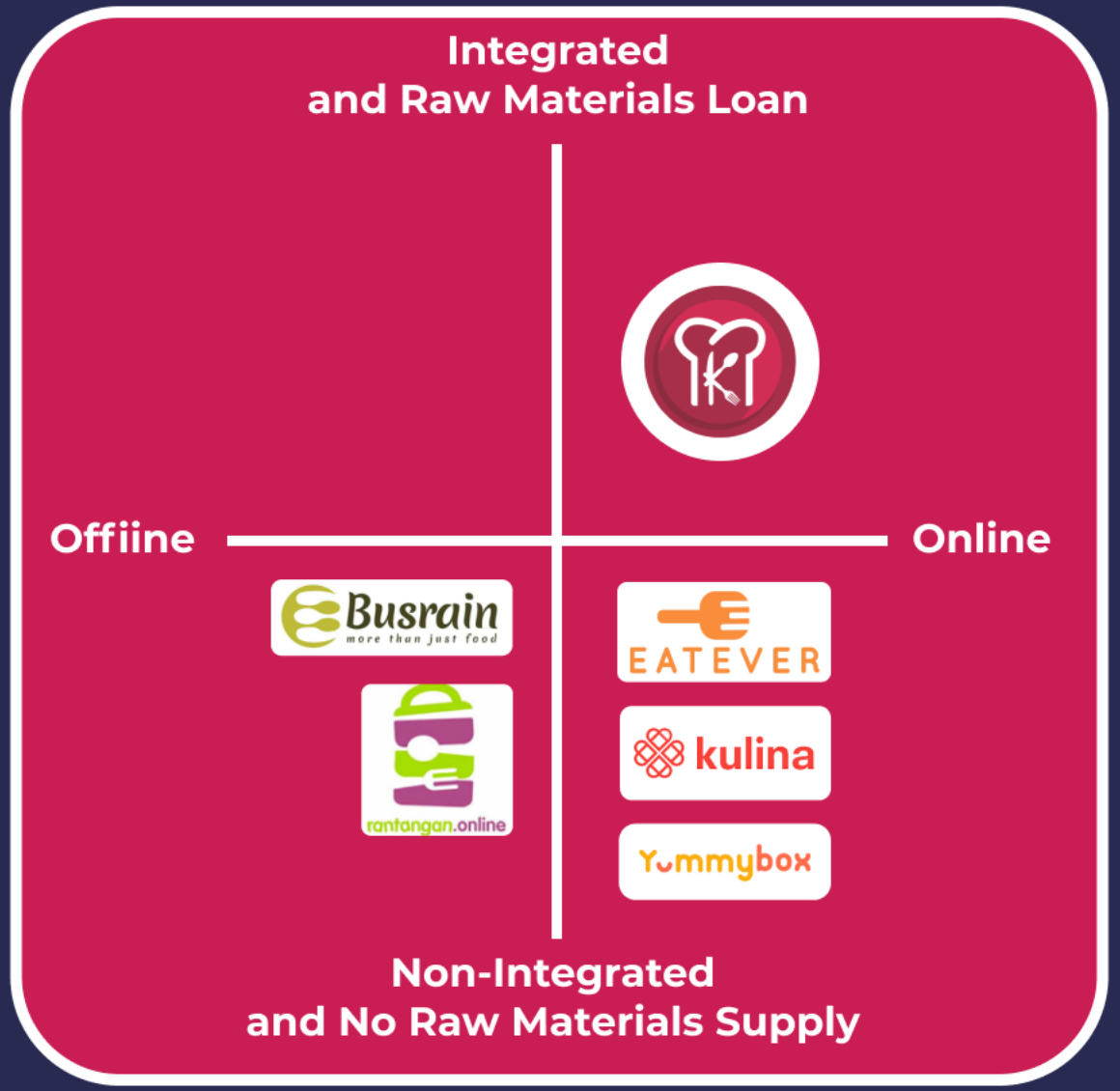
next.ketringan.com

Competition

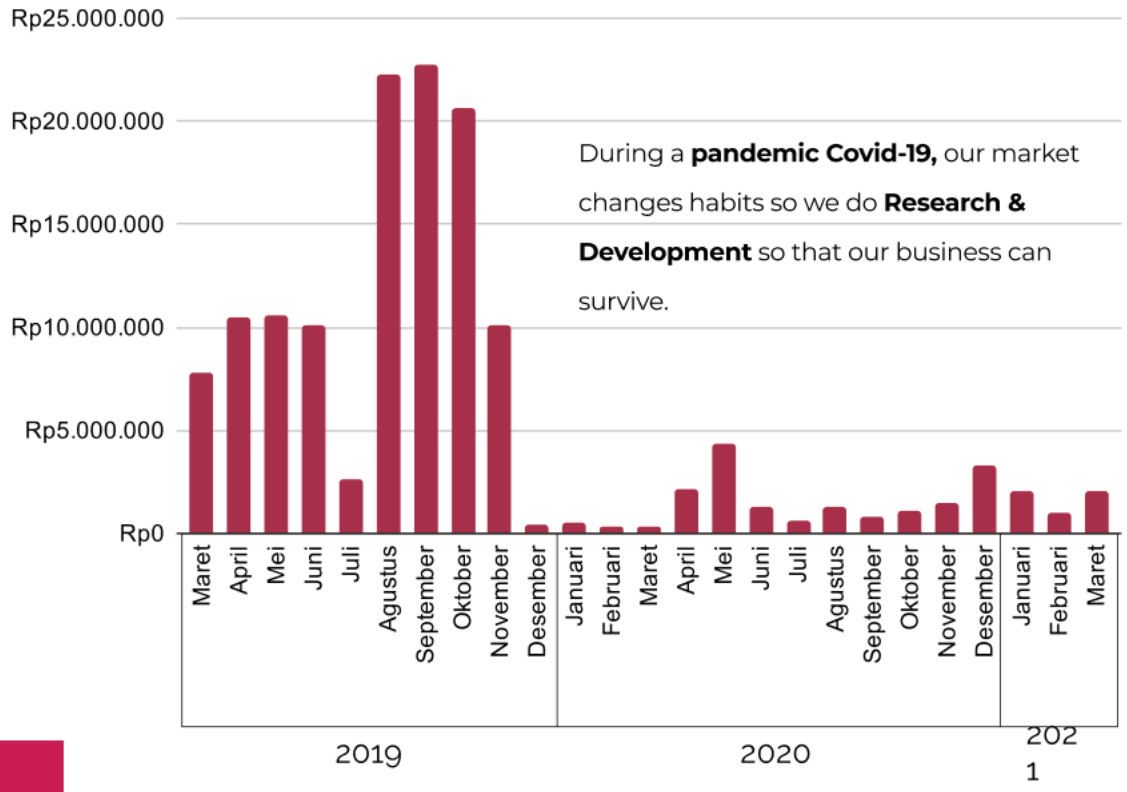
Competitive Advantage

1. Integrated Catering Marketplace Supported With Supply Chain System
2. We empower vendor to standardize and maintain their food quality in good quality
3. We give convenience in finding catering vendor
4. We provide catering menu consultation service
5. Free of cost and guaranteed delivery to the destination
6. Become a customer partner by attaching legal files and you will get features :

   a) Free food catering for event organizers (for consumer partners).
   b) Customize catering packages as desired (for consumer partners).
   c) Get the right price by negotiating price (for consumer partners).



Revenue



During a **pandemic Covid-19,** our market changes habits so we do **Research & Development** so that our business can survive.

Our Team Work
in Result

10.500+
Box of Food Delivered

84,5%
Retention Rate Before Pandemic

50+
Membership customers

Rp 140.381.500
Revenue

200+
Menus

70+
SMEs joined

100+
Orders

Reported : March 2019 to March 2021

Gallery

Our Partner SMEs









and more..

Our Activities















Menus









Honor & Achievement

Top 100 Startup in StartupIstanbul 2020

Exhibition Tech In Asia Conference 2019

1st winner Business Plan Propelan Open IPB 2018

Startup Nation Summit Surabaya 2018

Exhibition Bandung ICT Expo 2019

3rd Winner HACKATHON BRI X GOOGLE 2020

Top 25 Akselerasi Startup Mahasiswa Indonesia Ristekdikti 2019

Rocket Program FOTA - Founder Talent 2020

1ST Mini Pitching Tel-U Career 2018

Top 20 The Next Dev Surabaya 2019

Our Publication

StartupIstanbul, TECHINASIA, StartupTurkey, LIPUTAN 6, hipwee, youngster.id, CNN Indonesia, Cubic, Telkom University, STARTUP HUB, baca Mudah Cari Berita, GALAMEDIANEWS, KURIO, era.id ERA INDONESIA, SEKOLAHKAMPUS, rencanamu

Customer Partner

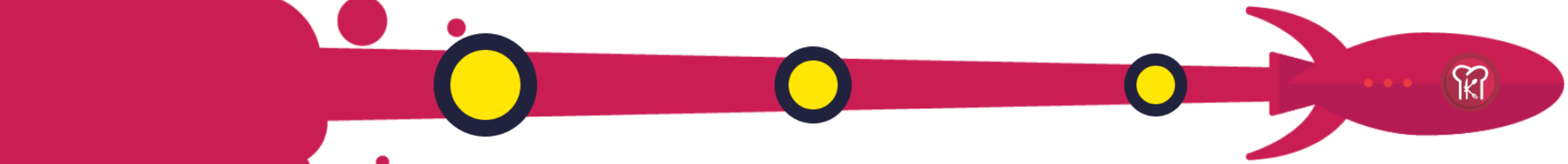
Telkom Applied Science School, SES Tel-U Student English Society of Telkom University, kreatifLabz Information Technology Studio, Laboratory, Mobile Innovation Laboratory, Tel-U Career, Database Laboratory, Telkom Tennis Club, d3 sistem informasi

More...

Milestones

2022

KETRINGAN's Outlet
Food Waste Management
Android app
iOS app



2021

Healthy Catering
Cloud Kitchen
Web Apps V2
Supply Chain

2023

BIG Data
Recommender System

Funding Requirement

Strong Tech and Marketing Focus

Rp 25.000.000



Our Social Impact



Bu Yuyun

Our first vendor partner.
With help from
KETRINGAN partnership,
Bu Yuyun can go **Umrah!**

Thankyou!

KETRINGAN

From INDONESIA for The World



Muhammad Ali Pasya

Chief Creative Officer

CCO



Rizsa El Akbar

Chief Executive Officer

CEO



Muhammad Yusuf Ramadhan

Chief Operating Officer

COO

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