

GO TO MARKET / SUSTAINABILITY PROPOSAL

PasKita

A. BACKGROUNDER

The idea behind the "Paskita" project came from an understanding of the important role that Small and Medium Enterprises (SME) play in the economy, which often have difficulties in promoting their products and services. We noticed that resources and professional design skills are limited for SME, making it difficult for them to create effective promotions. Therefore, the "Paskita" project comes as a solution by giving SME access to a collection of creative templates that are simple and easy to use. By using the "PasKita" app, SME can easily customize these templates to create attractive promotions without having to rely on expensive professional design services.

B. PROJECT INTRODUCTION

- Why is your capstone project built in the first place?

The project "Paskita," initiated as a capstone project, began with a primary objective-to address the challenges faced by Small and Medium Enterprises (SMEs) in promoting their products and services. Recognising the important role of SMEs in the economy, the project aims to provide solutions to the limitations they face, especially in marketing due to limited resources and restricted access to professional design skills.

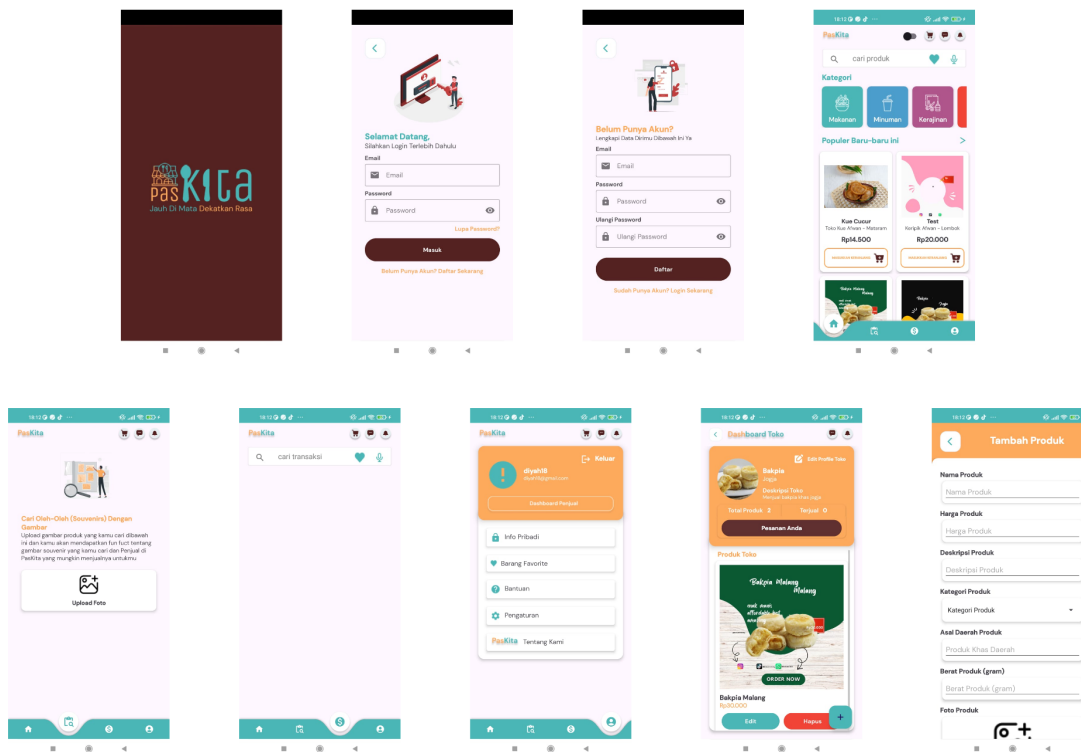
The overarching goal of "Paskita" is to empower SMEs by providing a user-friendly platform containing a collection of creative templates. These templates are designed to enable SMEs to create attractive promotional content without having to utilize expensive professional services. The project aims to equalize opportunities by providing easily accessible tools, thereby enhancing the ability of SMEs to effectively market their products and drive business growth.

Ultimately, the "Paskita" project is driven by the vision of supporting SMEs, often limited by budget, to overcome marketing barriers. By providing them with easy-to-use creative templates, the project aims to contribute to the growth and sustainability of SMEs, thereby positively impacting the broader economic landscape.

- What are the advantages of your capstone project?

"Paskita" is really cool! It can really help SMEs to promote themselves easily. There are many benefits, for example, you can save costs, create good promotional content without having to bother paying expensive designers. The platform is also user-friendly, so everyone can use it without any problems. And not only do they provide templates, but there are also tutorials to improve the design and marketing skills of SMEs. You can also share your experiences with other SMEs, so it feels more like a community. So, "Paskita" is not only making SMEs more powerful, but also supporting economic growth at large. Great, right?

- Screenshot of your app



C. TARGET MARKET

- Age range: All age
- Profession: SME Vendor
- Roles: Users (Seller and Buyer)
- Gender: Female and Male
- Why does your target market need your solutions?

1. Purpose-driven

The Covid-19 pandemic has had a major impact on the global economy. At that time the national economy experienced a decline of -5.3% as reported by the Ministry of Finance of the Republic of Indonesia, so that SME experienced a major impact due to Pandemic-19. PasKita is here to help and become a forum for SME to develop their business.

2. Data-driven

Related to the Covid-19 Pandemic, PP Number 21 of 2020 concerning Large-Scale Social Restrictions was issued, therefore SME must adapt to these

changes, PasKita comes with the latest technology that can make it easier for SME players to develop their business.

3. Government Reasoning

The government is implementing the National Economic Recovery programme by helping to empower SME by giving them access to market their products and services more effectively.

4. Stakeholders related to and benefitted from your solutions

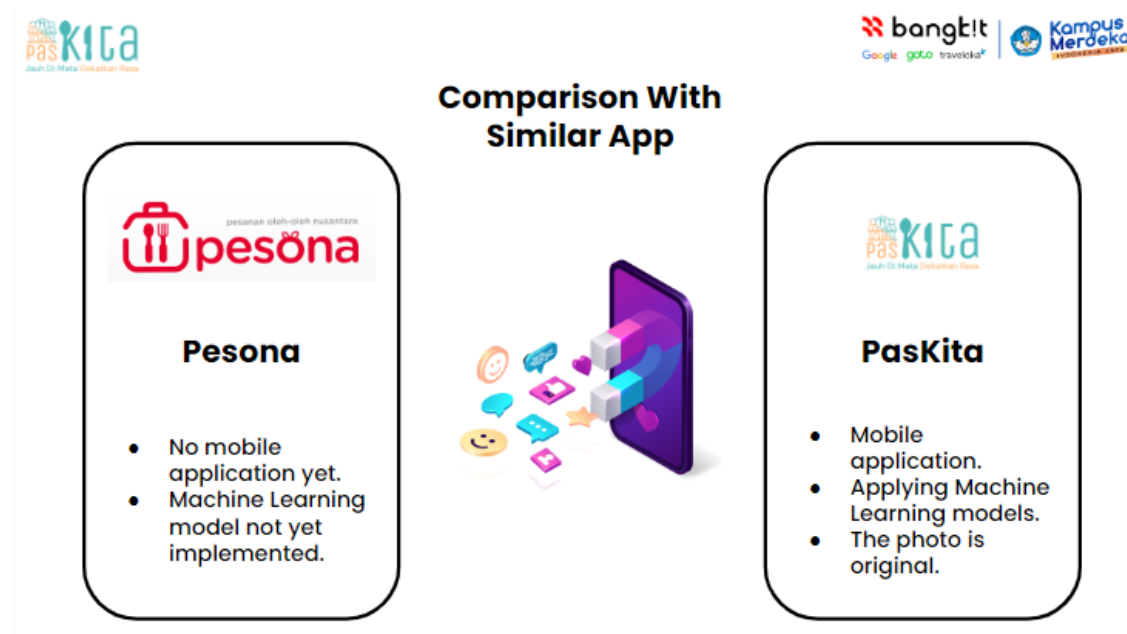
SME, SME Owners, Project Developers, Application Users, Government/SME Support Institutions, and Consumers.

D. MARKETING STRATEGY

To develop the "PasKita" project, we will implement a number of marketing strategies aimed at attracting widespread attention and building user engagement. Through social media, we will actively communicate with potential users, conveying interesting information about the app's features and benefits. Collaboration with influencers in relevant industries is also one of our important steps to build user trust.

We are planning a rewards programme for loyal users to incentivise them, while also organizing webinars and online training to help users understand the app better. Attractive email marketing with periodic newsletters will be an effective means of keeping users engaged. We will also utilize industry events, and participation in local communities to expand visibility and build a positive image. In addition, SEO strategies will be implemented to make "Paskita" easy to find online. Through this holistic approach, we hope to create a solid and sustainable growth foundation for the "PasKita" project.

E. COMPARISON WITH SIMILAR SERVICE/APPS (if any)

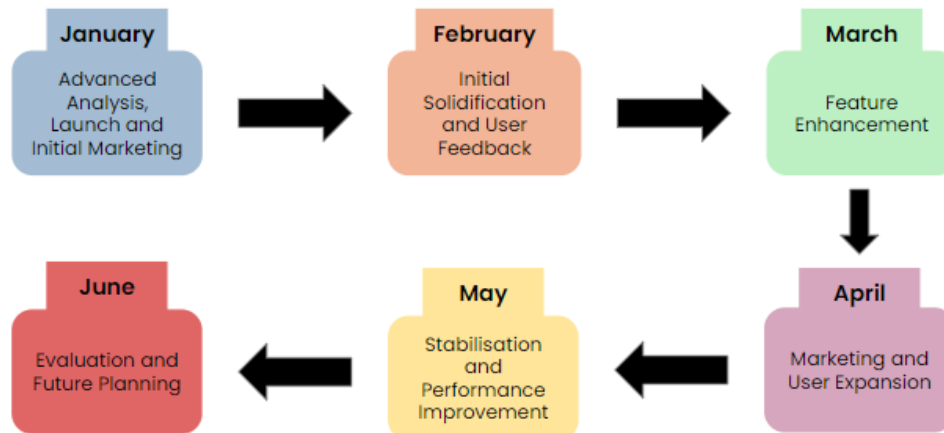


F. POSSIBLE PILOT/TRIAL IN THE NEXT 6 MONTHS

- Actual local (Indonesia) implementation of the project you've done for the next six months
- Timeline



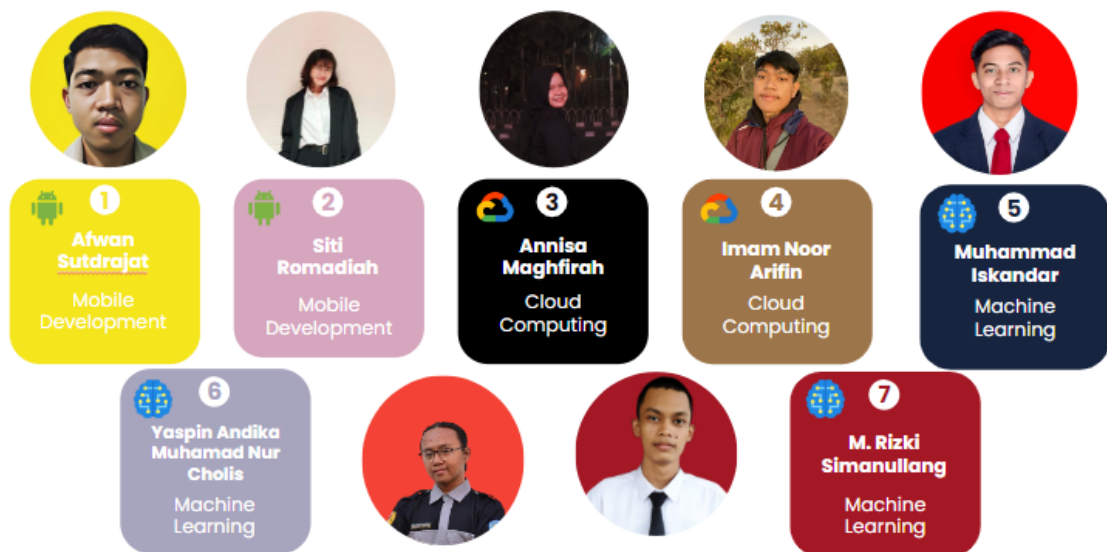
Timeline & Planning



- Structural/ Member's Role



Paskita Team



G. PROJECT MILESTONE

- Graphics, Picture, etc



Roadmap

	January	February	March
Milestones	Advanced Analysis and Launch and Initial Marketing	Initial Solidification and User Feedback	Feature Enhancement
Marketing & Sales	Build an online marketing campaign with a focus on product uniqueness and use social media and collaboration to increase visibility.		
Product Development	Focus on revamping and improving features based on early feedback, and preparing the ground for features to be added in the following months.		Improve application functionality with the addition of identified features and ensure system availability and stability.



Roadmap

	April	May	June
Milestones	Marketing and User Expansion	Stabilisation and Performance Improvement	Evaluation and Future Planning
Marketing & Sales	Optimise marketing campaigns based on user data analysis and identify opportunities for partnerships and co-promotion.		Evaluate the effectiveness of the marketing campaign during the period and prepare a sustainable marketing strategy to retain and attract more users.
Product Development	Improve application functionality with the addition of identified features and ensure system availability and stability.	Respond to user feedback and fix identified bugs and prepare update versions with a focus on improving user experience and performance.	

H. BUDGET PLAN

- Budgeting - USD 10k / IDR 155m

No	Description	Total
INCOME		
1	Cash	USD \$10000
Total Income		\$10000
EXPENSES		
A	Additional Budget for Team Salary	
1	Full-Time Salary	\$3000
2	Team bonus	\$700
B	Additional Budget for Research/Ops	
1	R&D Development	\$1500
2	Market and future analysis	\$1200
3	UX Research	\$200
4	Market Research	\$600
C	Marketing and Sales	
1	Promotion	\$2000
2	License	\$300
D	Etc	\$500
Total Expenses		\$10000

- Summary

No	Description	Total
1	Additional Budget for Team Salary	\$3700
2	Additional Budget for Research/Ops	\$800
3	Marketing and Sales	\$2300
4	Market research and competitive analysis	\$1200
5	Future Development / R&D	\$1500
6	License	\$300
7	Other Expenses (taxes, reserves)	\$500
8	Etc	0
Total Expenses		\$10000

- **Sustainability: Profit Projection per Year**

No	Description	Total
INCOME		
1	Cash	\$3000
2	Sales (penjualan)	\$70000
3	Project (proyek)	-
4	Subscription (langganan)	\$2500
5	Grants (hibah)	\$10000
6	Soft Loan (pinjaman)	-
Total Income (A)		\$85500
EXPENSES		
A	Additional Budget for Team Salary	
1	Employee Salary	\$27062
2	Employee bonus	\$700
B	Additional Budget for Research/Ops	
3	Future R&D	\$10000
4	Future Market Analysis	\$1000
C	Marketing and Sales	
5	Promotion	\$5000
6	Event	\$1000
Total Expenses (B)		\$44762
Total Revenue (A+B)		\$130262

I. **SWOT Analysis The Project**

- **Strengths**

This project harnesses the potential of technology to provide marketing solutions for SME by offering easy-to-use promotional templates. The involvement of the team in the development of the platform, which has a deep understanding of SME challenges, and the focus on digital inclusiveness are key strengths. The success of this project can be fuelled by creativity and resilience in delivering tools that improve SME's competitiveness in the digital marketplace. The utilization of technology in providing easy-to-use promotional templates is a key strength of the project, offering practical solutions for SME with limited resources.

- Weaknesses

While this project has great potential, there are also weaknesses that could arise. One of the main weaknesses of this project may lie in the potential for resource management limitations, budget or time constraints, especially without effective project management. This could impact the project's ability to achieve its stated objectives. In addition, the adoption of technology by SME that are unfamiliar with digital platforms can also be challenging. Ensuring data availability and security on a larger scale requires strategic thinking and effective solutions. It can also be a potential weakness that needs to be considered.

- Opportunities

The project provides a significant opportunity to contribute to digital inclusiveness and local economic growth, allowing SME to experience the benefits of technology in marketing their products. Successful adoption by SME may pave the way for the development of additional features and services, such as integration with marketplaces or more sophisticated promotional tools. Project success may open up partnership opportunities with local economic stakeholders, financial institutions, or governments that support the growth of the overall SME business ecosystem.

- Threats

The main potential threats to the project could stem from competition with similar solutions or changing trends in the marketing needs of SME. External factors such as regulatory changes or unstable market conditions may pose a threat to the sustainability of the project. In addition, security issues related to user data and privacy that may arise during the development and implementation of the platform are serious threats that need to be carefully considered, especially given the increasing focus on online privacy. Proactively identifying and addressing these threats is critical to the long-term success of the project.