**Soft Skill Asignment 3**

Critical Thinking

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5 Why Analysis Method, to find problem statement

**Hypotetical Problem** : How can PT Hero Supermarket survive as a business while still being relevant to market demand in Indonesia?

1. Why does Hero Group decided to close all of its Giant supermarket outlet?

* Because their revenue dropped 34 percent year-on-year, to Rp. 1.7 trilion.

1. Why does Hero Group’s revenue drops?

* Because of the current pandemic problem.

1. Why does the current pandemic affects the revenue of Hero Group?

* Because it’s outlet service needed people to come into the store, to buy and, Lindvall said that supermarkets were declining popularity worldwide.

1. Why does the supermarket popularity declined?

* Because the country began implementing a large-scale social restriction (PSBB).

1. Why does the country implements PSBB

* Because that country is attacked by Covid-19.

**The Root Cause** :

* Many customer decided to not go to the supermarket, and decided to buy from home to not get Covid-19
* Governor restriction causes people to cannot go outside
* Giant supermarket doesn’t have an online store

The hypotetical problem / how PT Hero Supermarket can still be relevant, is to digitilize its market, by having an online store.