



SAHABAT USAHA RAKYAT



SOLUTIONS FOR INDONESIA'S TRADITIONAL GROCERY RETAILERS

Updated: January 2021

PT. SAVINDO KARYA PERDANA

*24 years of contributions and commitment to
Indonesia's micro retail industry*

- PT. Savindo Karya Perdana is a private company focused on trade and services, specifically in the retail sector. Since 1996, we have been dedicated to answering market needs, both in terms of procurement and management services.
- With a vast network across Indonesia, we hope to continue to promote the Indonesian retail and trade industry, especially helping MSMEs who have become the backbone of the country's economy.
- In addition to providing services in the trade and services sector, Savindo is developing management services for **50,000 traditional retailers that are spread throughout Jabodetabek (Greater Jakarta Area).**

WHY WAS CREATED IN 2015

The number of traditional stores
in Jakarta has **decreased** to

7%

From the year 2011 until 2014
as a result of **competition**
with modern retails

(Sumber: Badan Pusat Statistik, 2015)

Traditional stores are still
everyone's favorite place to shop

However,

because of its'

1. *location in the neighborhoods* ✓
2. *access to basic needs & products* ✓
3. ability to *borrow money* ✓
4. ability to become a hangout spot ✓

(Sumber: Asosiasi Pengusaha Indonesia (Apindo) Research
Institute, 2018)



INTRODUCING



SAHARA offers continuous **training** for traditional store owners, **supplies** to grocery products, providing access to **capital** and **IT support**, and lastly store **rebranding**.





VISION

- Increase income for traditional retailers

MISSION

- Provide creative solutions to improve traditional stores
- Provide easy access for better supply dan financing
- Facilitate traditional retailer to become digitally ready and empowered

WHO DO WE EMPOWER?



The store must be owned by women with a maximum age of 55



The store has been established for 3 years and self-owned



The store is accessible by four-wheeled vehicles for easy & safe delivery



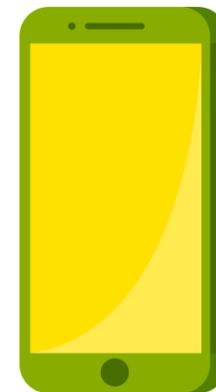
The owner must be a local resident



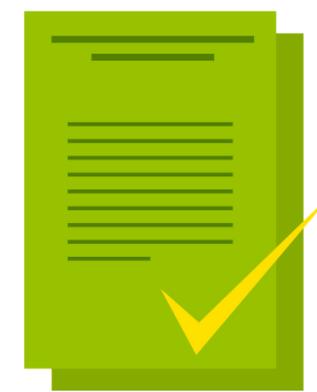
The store must sell basic goods or groceries



The store's revenue reaches at least 50 million Rupiah



The store owner must own an Android phone



A statement letter from local leaders

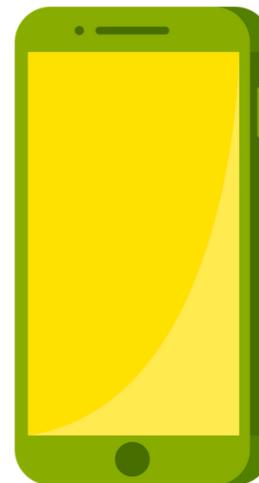
PERKS & BENEFITS OF BECOMING SAHARA MEMBERS



**Special
Price for
Products**



**Increase
Income
through
coaching**



**Scaling up
digitally**



**Access to capital
& financing
beyond banks**



**Store
Makeover**

PERKS & BENEFITS OF BECOMING SAHARA MEMBERS



Loans for
Warung &
its Customers



Affordable
basic goods



Travel &
Tours



Education
via TV



PPOB
(Payment Point
Online Bank)



Social donors
for charities



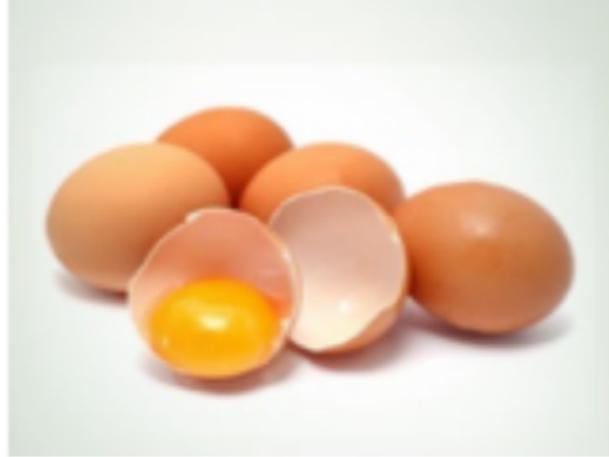
Waste
Collection



Micro
Distribution
Point



Micro insurance
and other
Financial Providers



50 SKUS OF PRODUCTS WE OFFER, INCLUDING

- Vegetable/cooking oil (900 ml, 1L, 1800 ml, 2L)
- Sugar - 1kg, 50Kg
- Rice - 2.5 liter, 5Kg, 25Kg and 50Kg
- Meat @1kg
- Eggs - 1kg, 15Kg
- Flour 1Kg, 25 kg
- Onions @1Kg
- Garlic @1Kg
- Chilly @1K
- Whole chicken @1kg
- Buffalo Meat @1kg



Farmer



Fishermen



MSMEs

Members

Of



Co-Ops



State-Owned Enterprises (SOEs)



Head Office Sahara

As :
- Management
- IT System



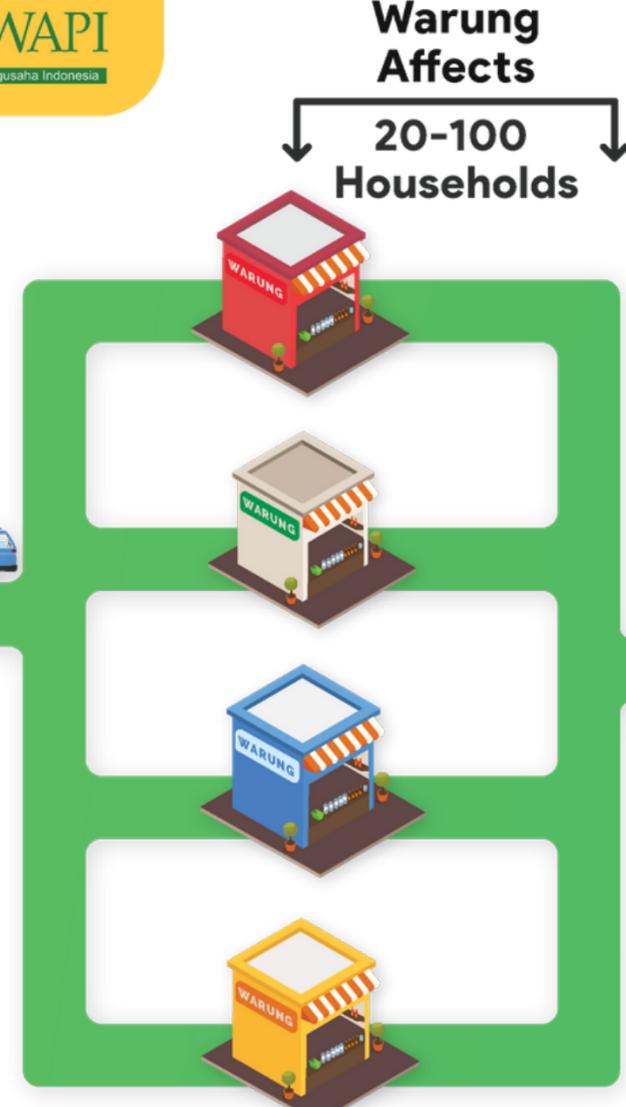
Order



Gudang DC
(Distribution Center)

Function of DC
- Preparing Product
- Delivery Product
- Administration
- MPOK Coach

Delivery



/ 20 MSMEs in the Culinary Sector

B to B
(Business to Business)

Street Vendors

Cafe / Restaurant

Other Street Vendors

Nasi Uduk

Customers

B to C
(Business to Customers)

Warung Affects
20-100 Households
(24.237.000 People)

Traditional Retailers

Supported by MPOK
(Mom Volunteers)



MPOK/Mom Volunteers

- Working for 5 days
- 5 Warung visited per day
- Coordinated by SAHARA

HOW SAHARA'S SUPPLY CHAIN WORKS

#1 APPS FOR "SEMBAKO" IN PLAYSTORE

← sembako 🔍 🎤

4.0+ ★ | 4.5+ ★ | New

 **TaniHub - Shop and Empower Loca...**
Ad • PT Tani Hub Indonesia • Shopping
Shop Local Produces
4.5★ 11 MB 📄 100K+

 **HappyFresh - Grocery & Food Deliv...**
Ad • HappyFresh • Food & Drink
We Are Here To Help
4.5★ 25 MB 📄 1M+

 **Sembako Sahara**
Sahara • Shopping
📄 Installed

 **Aplikasi Super - Penyalur Sembako ...**
Nusantara Technology • Shopping
4.5★ 15 MB 📄 10K+

 **cek harga (sembako dll)**
abu kayis • Finance
3.8★ 1.8 MB 📄 10K+

 **Harga Sembako Provinsi**
CV. TRANSNITY • Food & Drink
4.0★ 15 MB 📄 5K+

 **Toko Sembako**
Bingkai Media • Shopping
4.0★ 11 MB 📄 500+

12:26 🔍 🎤

← sahara 🔍 🎤

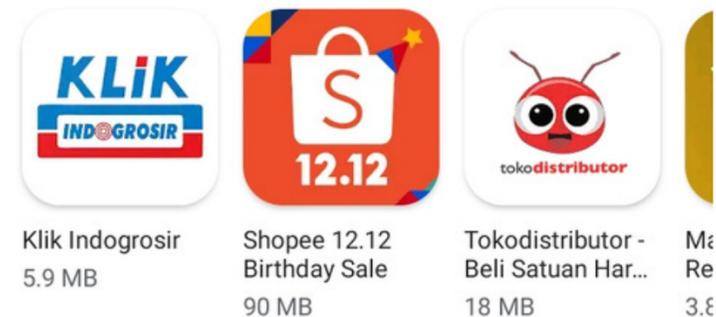
 **Sembako Sahara**
Sahara **Install**

4.7★ | 107 reviews | 1.1 MB | Rated for 3+ | 1K+ Downloads

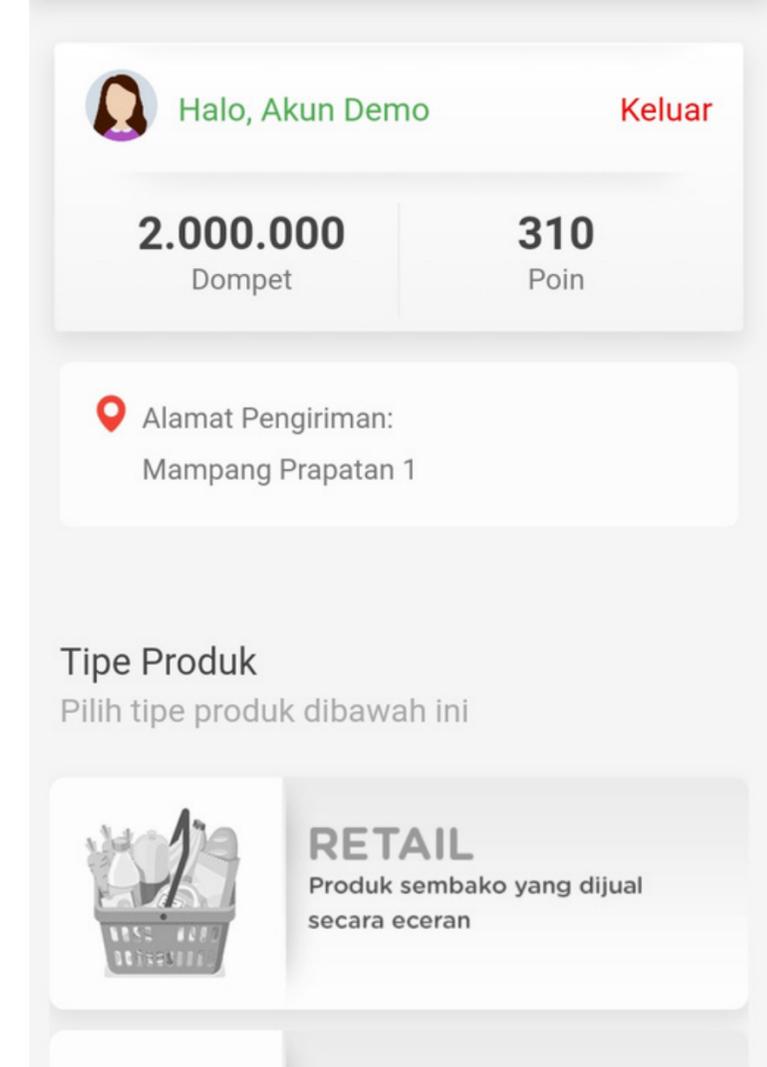
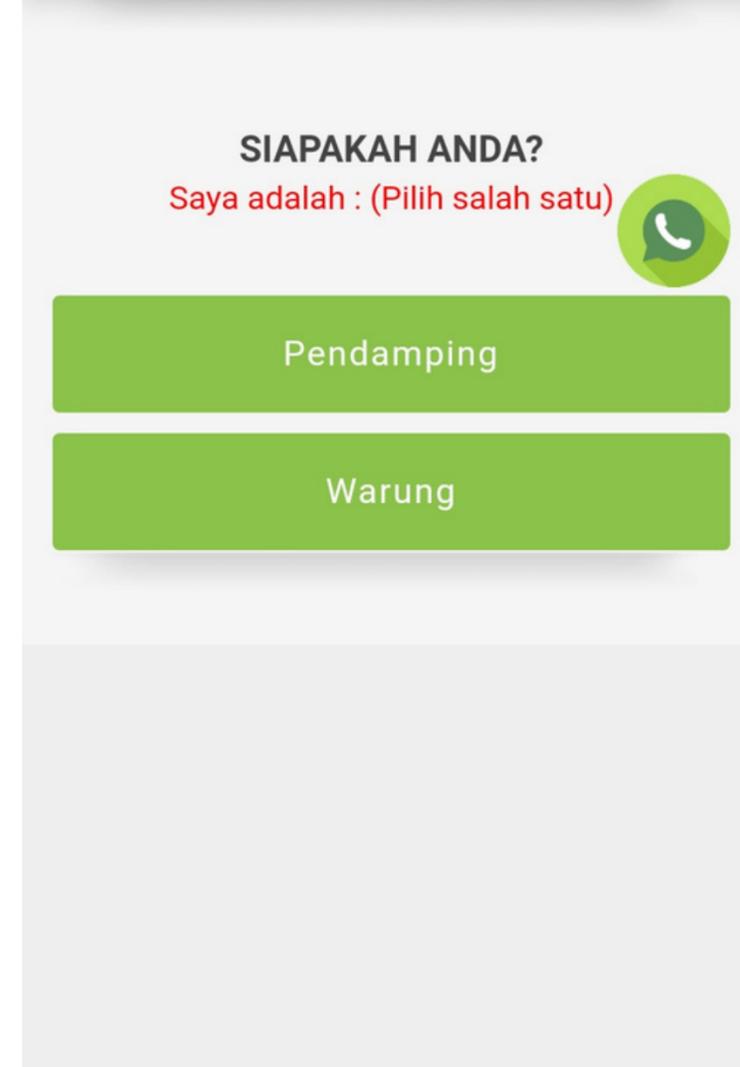


SEMBAKO SAHARA shopping application for daily needs

You might also like →



Similar apps →



OUR PARTNERS



BANK BRI



CARE FOR HUMANITY



Induk Koperasi Wanita Pengusaha Indonesia



BPJS Kesehatan
Badan Penyelenggara Jaminan Sosial



KADIN INDONESIA

THANK YOU



SAHABAT USAHA RAKYAT

WWW.SEMBAKOSAHARA.COM



**SEMBAKO
SAHARA**

CP: FARAH (+62-813-8101-3988)