



Market Helper
INDONESIA
Healthy by helping

Co-Creators

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How to help traditional market small traders to get and regenerate sustainable profits in simple ways in unkempt physical conditions?

1

TRADITIONAL MARKET “HOPELESS” CONCEPTIONS

It will be longer and time-consuming to develop awareness of small traders and managements awareness and actions to change traditional markets into clean and interesting ones for future customers.

2

MILLENNIA'S' NEGATIVE MINDSET

The Millennial, especially the urban middle class, are the prospect customers. But they grew up knowing the uncomfortable physical condition of traditional markets. The Millennial need more - something pleasant, simple/practical and “online”.

3

FIXING PHYSICAL CONDITIONS ARE NOT EASY AND TAKES TIME

It is not easy and takes time to change traditional market physical conditions as clean and comfortable as modern markets such as supermarkets.

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**CUSTOMER
ORDERS
RECIPES**

*According to his/her
specific diets*

**JOKI PASAR
RECEIVES
ORDERS**

*And request the
ingredients from
traditional market
small traders*

**OJOL SENDS
INGREDIENTS**

To the customers



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**MARKET
HELPER ID.
APPS**

*Processes
customers requests
and forwards them
to “joki pasar”*

**MARKET
SMALL
TRADERS**

*Prepare and sell the
ingredients to joki
pasar*

**CUSTOMER
RATES**

*The services and
products. Customer
re-orders other
recipes*

oppor ayam



Mencarikan resep

Poinmu 19000



Bayar



Terdekat



Fave



Lainnya

TERBARU DARI CHEF TERNAMA

Nikmati menu berbeda setiap harinya selama sebulan penuh dari resep istimewa

Chef Barayuda



Menjaga menu-menu lezat

DIETKU

Rencanakan dietmu dengan ahli gizi kami untuk tantangan fisik menjelang

Disesuaikan kebutuhan diet pelanggan



PROMO

Dapatkan cash back hingga 20% untuk setiap pembelian ke-5

Menghabiskan stok pasar



Rasakan kelezatan berbeda dari resep Negeri Balkan

SELERA MANCANEGARA

Menjaga variasi dan promo bekerja



Awal



Pesanan



Obrolan



Akun

Lokasi kamu
Jalan Taman Suropati

Menentukan lokasi pelanggan dan pasar terdekat



Opor Ayam

(untuk 2 porsi)

Rp 19.000

Stok terbatas! Tersedia 30

Beli Sekarang



Bahan:

2 ptg dada atau paha atas ayam

2 cabe merah

paket bumbu giling:

1/4 sdt gula

1/8 sdt garam

1/2 sdt ketumbar

2 siung bawang merah

1 siung bawang putih

1/4 sdt jintan

1 butir kemiri

1 cm kencur

1 bh belimbing wuluh kecil

1 lb daun jeruk purut

65 ml santan

Cara:

1. Bersihkan ayam, kemudian panggang dalam oven atau bakar sampai kuning

2. Bersihkan belimbing wuluh, lalu potong tipis-tipis

3. Giling bumbu giling dengan santan sampai ayam empuk, lalu masukkan belimbing wuluh

4. Godog selama 3 menit, matikan api dan sajikan.

Menampilkan bahan menu dan cara memasak

Menginformasikan gizi menu terpilih

Informasi Gizi

8% dari AKG

1 porsi 163 kkal

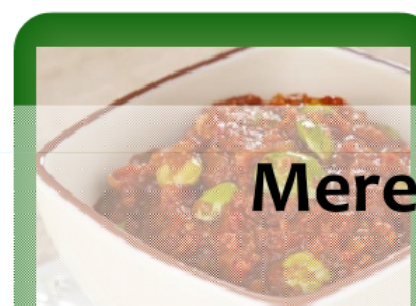
Lemak 8,67 g

Kolesterol 40 mg

Protein 16,53 g

Karbohidrat 5,6 g

Menu Rekomendasi



Aneka Sambal



Aneka Sayur Bening



Aneka Garing

Merekomendasikan menu pendamping sesuai gizi seimbang



Awal



Pesanan



Obrolan



Akun



1

WANTED: ONLINE & OFFLINE

MHI apps helps emerging working moms and 35 millions of future customer Millennial to get everyday-fresh, affordable, suitable portion and ready-to-cook food. MHI booths help 22.4 millions of senior citizens to have the same food and keep socio-cultural interactions while coping with traditional marketplace difficult access and generation gap technology.



2

SERVICE ORIENTED MIND-SET

MHI customer orders & reviews encourage 12.6 millions of traditional market small traders to start and upgrade into customer-oriented products and services.



3

EASY RECIPE, HEALTHY DIET

MHI gives everyday-fresh, ready-to-cook and suitable portion of ingredients according to customers' chosen recipes. Therefore, MHI helps customers to have better food planning and encouraging healthy customized balance diets.



4

COLLAB. 4 SUSTAINABLE ECONOMY

MHI sustains the economy of traditional small traders by collaborating with local market managements, ojol & delivery services, bank & e-wallet, food technology institutions & industries, farmers & governmental institutions.



5

HEALTHY BY HELPING

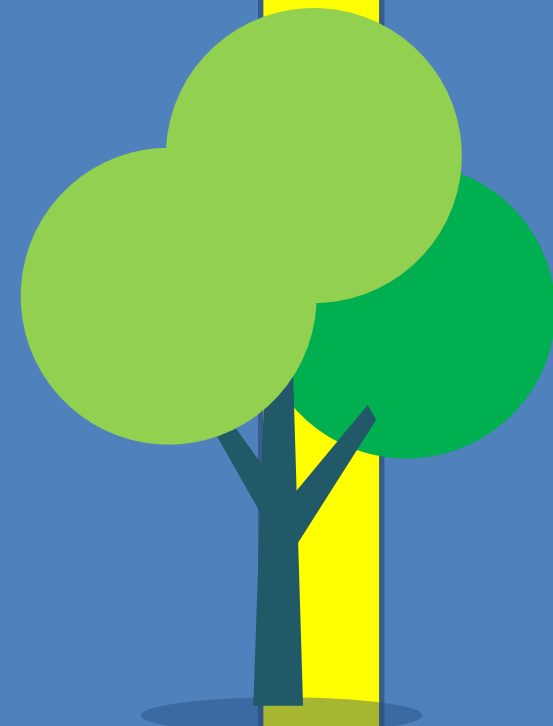
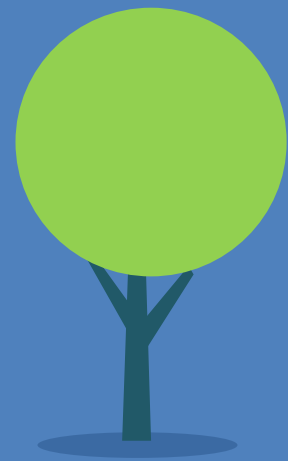
MHI promotes healthy customized balance diets for people to performance by bridging the gap between –especially future millennial- customers and traditional market small traders to have sustainable transactions, customer-oriented and standardized products & services.

BRIDGING THE GAP

Between the millennial customers & traditional market small traders to have sustainable transactions

ENCOURAGING SMALL TRADERS

Of traditional market to sell fresh & hygienic ingredients



SUPPORTING FAMILIES

to consume balance diet food

EXPLORING RECIPES

According to the local food resources and food industries

BRACING SNI

Standardize healthy food and market places

EMPOWERING SMALL TRADERS

To create clean & hygienic market places

SUPPORTING INDONESIA

To strategize healthy diets, to sustain the economy of small traders and farmers, and to maintain socio-cultural interaction in traditional market places

HAND IN HAND WITH FARMERS

To distribute crops to the right demand according to customers' preferences