

ABSTRACT

CAPTAIN is an online grocery store that emphasizes on the usage of QR Code as the main channel to reach the end user. The main idea is targeting of specific class of user, with specific lifestyle, and then finding the generalization in them. Since CAPTAIN is playing in groceries business, we realize that the customer target will be women, but in CAPTAIN, we are digging deeper into more niche market which is working female. Taking advantage of increasing number of mobile device user between our market target, CAPTAIN is coming into the competition in grocery business as a new business model that is offering the customer with value added and feature that is purposed to increase the quality of our customer's life.

CAPTAIN really understands how exhausted our target markets after all their "work smart, play hard" activity. That is why this business model provide the customer with the ability to shop their grocery anytime, anywhere, and without the need to spend time picking the grocery, it will directly sent to their homes. As the business starts, CAPTAIN will keep the cost to the lowest amount as possible but still offer good service to customer. Choosing pure online business model is one of the strategies chosen to decrease cost but give CAPTAIN limitless reach to its customer.

To start building trust among its customers, CAPTAIN is limiting its area of activity in Central and South Jakarta. Since the research has shown that those two areas of Greater Jakarta is mostly populated by CAPTAIN's market target and there is a big possibility that once CAPTAIN performs well in those areas, CAPTAIN will begin expansion to the other area of Jakarta, then Indonesia.

Keywords: QR Code, online grocery store, mobile device, business model.