

ABSTRACT

KETRINGAN Online Catering Marketplace founded in 2018 is a startup that aims to solve problems that occur in the Telkom University environment related with the needs on providing catering services. KETRINGAN applies a marketplace as the business model for catering services and collaborate with Micro, Small and Medium Enterprises (MSMEs) to increase the selling price of MSME products by repackaging as well as a membership program with the main segments of students and academics in Telkom University. The method used during the establishment and development of the Ketringan business is by conducting market observations of MSME players and target markets. The results obtained in the development of the KETRINGAN business formed the business strategy that is used as a reference in decision making and a business roadmap. KETRINGAN still requires business development with the marketing, operational and management teams to focus more on achieving the vision and mission of the KETRINGAN startup.

Keywords: Startup, MSMEs, catering, marketplace