

## ABSTRACT

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*This project discusses a startup named KorTAIL, founded by students of Telkom University. KorTAIL is a sales and micro retail technology platform that serves as a bridge between SMEs (Small and Medium Enterprises) and the campus environment by providing services such as PojokUMKM, Jadinge.Top, and Ngolab Express Café. KorTAIL aims to build a retail and technology ecosystem collaboration. KorTAIL helps SMEs in increasing sales and operations through the integration of digital and physical services. With a target market of students and academic communities, KorTAIL implements a B2C business model and focuses on strategic collaboration to drive SME growth and the local economy.*

*Keywords: KorTAIL, SMEs, micro retail technology, digital platform, SME collaboration*