

## **Small Business Management and Practicum**

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Class: Management A

Group: 9 (Nine)

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### **Ayam Geprek Express**

Ayam geprek express is a business founded by an ojol driver named Mian. At first Mian joined Gojek but at that time there were large-scale social restrictions due to the Covid 19 pandemic, so Mian experienced obstacles, namely difficulty getting passengers. Then Mian opened a culinary business Ayam Geprek Express from the kitchen of his house in cibubur, Bogor, West Java.

At the beginning of opening the Ayam Geprek Express business, Mian only had a capital of Rp.500,000. Mian's motivation to sell geprek chicken is because Mian often takes GoFood orders and has the opportunity to discuss with Micro, Small and Medium Enterprises (MSMEs).

Ayam Geprek Express operated for the first time during the 2020 pandemic, and was registered with the online food delivery service GoFood. After almost two years, Mian was able to open 3 other culinary business brands called Ayam Bakar Djotosz Express, Ayam Goreng Sreeng Express, and Ikan Bakar Djueet Express.

By joining GoFood, Mian was able to expand his business and help reach customers, and make it easier for Mian to manage his business digitally. GoFood also provides a place for Mian to learn and get training in managing the business to the fullest. Starting from how to take photos of the menu, strategies for managing product selling prices, to learning how to organize promos.

Thanks to digital technology and the variety of education and training provided by the Gojek ecosystem, Ayam Geprek Express has managed to increase sales by fifteen times since it started selling until now. Mian said that his turnover is almost 77 million per month and serves approximately 75 orders every day.

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**David Kirk**



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