



**Semangat baru!**

**#PastiAdaJalan**



**GoFood for PMW  
(Program Mahasiswa Wirausaha)  
UNHAS**

**Makassar, 2020**

# Background



Gojek Makassar as our nation apps commit to provides solutions in all aspects of life. Develop and grow with SMEs also one of our mission. Therefore we would also commit to support PMW (Program Mahasiswa Wirausaha) of UNHAS University that encourages students to be an active entrepreneur and build SMEs.

This program will include relevant trainings and also online platform support via GoFood

## Target Participant

Trainings participant:

**150** students participate

Student merchant for GoFood Tile Banner:

**75** student merchants

# Program - Training



## Mechanism

- Gojek will provide 3 phases of trainings. The objective is to help students to develop their food business and provide them access to register as merchant on GoFood
- Trainings will be held via Zoom Call with respected relevant trainer for each training

### Phase I 21 July 2020

Food Business Strategy & Photography

Trainers:

- Khalid (Head of TDA)
- Winarni (Food photographer)

GoFood Merchant Registration

### Phase II 28 July 2020

Social Media for Business

Trainer:

- Ahdianzar Ahmad (Regional Digital Marketing Manager Gojek EI)

GoFood Merchant Registration

### Phase II 4 Aug 2020

How to Set Promo & GoFood Merchant Success Story

Trainer:

- Fransiscus Raymond (District Sales Manager - Gojek EI)
- Owner Dapur Rira

# Program - Other Supports

## GoFood Tile Banner

All of the student's food businesses in PMW will be registered as GoFood merchant and provided with Tile Banner in apps that will give them great visibility on GoFood page and help the customers to find their merchants easier



Sample of GoFood Tile Banner

## Merchant & Customer Competition

Gojek will activate competition for both merchants & customers

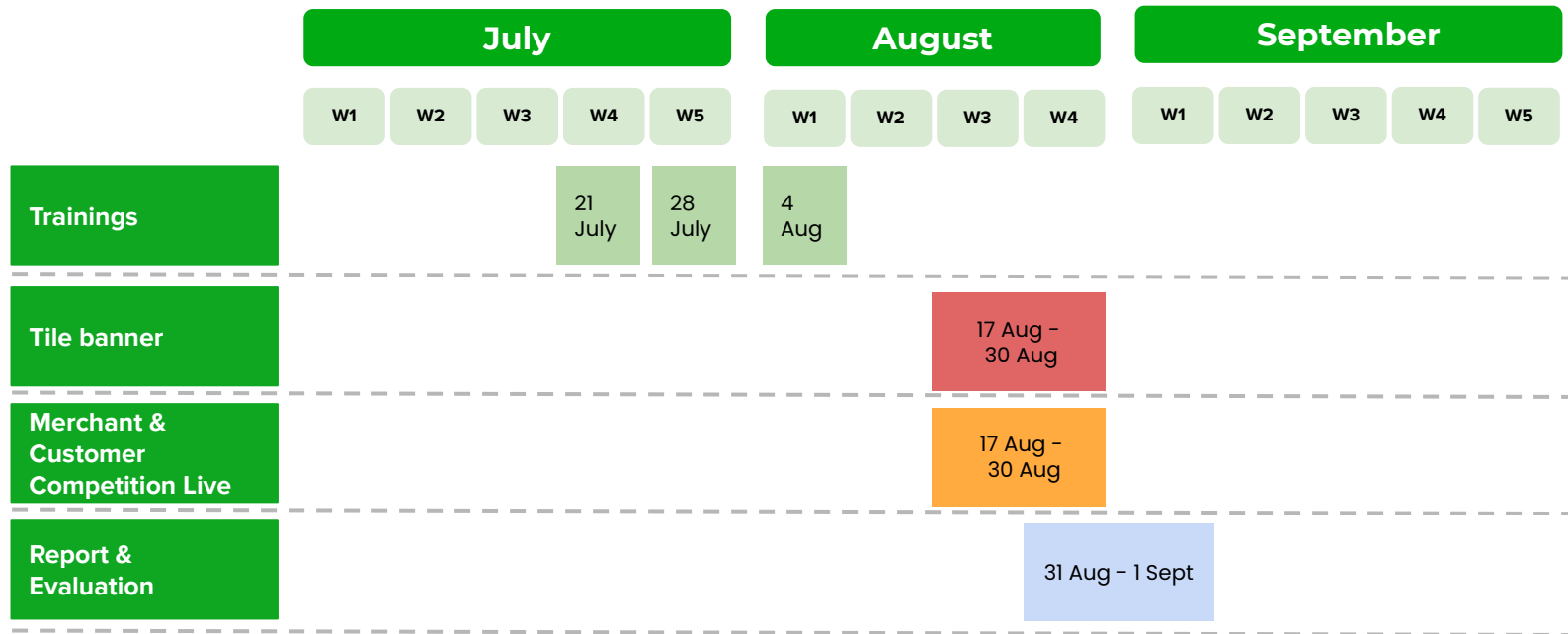
**Merchant :** merchant with highest order in 2 weeks period will get reward

**Customer :** customer with highest order in 2 weeks period will get reward



The Competition

# Timeline



**Thank You!**

