

FreshBox App: Fresh Groceries Sales Application Innovation

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ABSTRACT

Buying fresh food is a basic need for a family. Fresh food is needed to cook food / side dishes, buying fresh food is also needed to fill the food so there is no need to buy fresh food needs every day. Along with the development of technology, it is easier for people to access everything including buying basic needs, buying fresh vegetables and meat, now they can use the buying and selling platform, namely "FreshBox". This application deals with the sale of fresh food ingredients such as those sold in traditional markets using online shopping methods. The name of this application is FreshBox, the name "FreshBox" is given because of the process of packaging goods sold using Boxes so that the goods are maintained during the delivery period. This application is useful to make it easier for users who need fresh food ingredients so they don't need to go to traditional markets. This application was developed using the Android application launch application, namely Android Studio. The logo used uses a simple concept and the green color can mean freshness. The freshbox application will be very helpful for someone who wants to buy cooking ingredients but with limited time so that while waiting for the item to do other work, it can also help people with disabilities so they don't need to shop at traditional places. market, This app is very useful in future for everyone. This app is made for all ages.

Keywords: Application; FreshBox; Packaging; Markets, Android

1. INTRODUCTION

FreshBox is a startup business engaged in the field of e-commerce, especially in the field of services for shopping for raw materials for dishes that have been cleaned and which has not been cleaned with the motto "Every Day Always Fresh" which easily accessible by everyone by designing applications and offer shopping services for raw material needs dishes such as vegetables, fruit and fresh meat online. Besides that, FreshBox can help people who don't have time to come directly to the market to shop for kitchen needs. This business is located at perum prima regency blok I no.10 koto lalang, lubuk kilangan, Padang, Sumatera Barat. In the FreshBox application itself, there are four main menus: that can be selected, namely vegetables, fruit, fresh meat and out. There is four icons located at the bottom of the application consisting of the icon Home (Home), Book icon (containing tips, benefits and recipes), Basket icon (where items have been selected), Image people icon (customer account and biodata).

In recent years, startups have become one of the most talked about. Organizing Association The Indonesian Internet Service (APJII) records internet users on Indonesia until 2018 was 64.8% totaling 171.17 million user. This number increased by 10.2% around 27 million users compared to 2017 was

54.68% as much as 143.26 million user. This increase was found by APJII in the survey results regarding internet users in Indonesia [1,2,3,4,5,6,7].

Opportunity to run a new startup by leveraging internet media [8,9,10,11,12] as the spearhead in reaching a larger market widely through website applications in Indonesia will have the potential to grow and make a profit. High level Internet users are directly proportional to the needs of each user layers of society towards mobile phones which are also high in the market because to access the internet requires media and cellphones itself is the most economical medium for every person to buy community members to access the internet. Based on data from Indonesian Internet Service Providers Association (APJII) ownership Smartphones in Indonesia in 2018 reached 70.96% [13,14,15,16].

Growth in the number of online shoppers is supported by revenue of the Indonesian e-commerce market, there were 6.1 billion US dollars in 2016 and reached 7.5 billion US dollars for 2017. The number of online shoppers in Indonesia has continued to increase for several years last year. In 2016, the number of online shoppers reached 9.8% of the total population and increased to 10.7% in 2017 and in 2018 online shoppers increase is estimated to reach 11.9% of the total population in Indonesia (Kompas, 2018).

Online shopping services are one of the services that needed by the community by providing a business plan that tailored to the needs of the community as a business market share will have positive demand potential to run. Online shopping activities are carried out by the community to fulfill household needs such as eating, drinking, clothing, electronics, bags, beauty equipment, vegetables, fruit, meat and home appliances ladder. Applications that serve the sale of kitchen needs online including Alfa Fresh, Go-shop and Vegetable Box. Alfa Fresh is a startup from the city of Palembang which provides services for shopping for vegetables, fruits and others that are was founded in 2017 by providing Web-based applications and Mobile Applications in the form of B2C, namely Business to Customer. Go-shop is an online shopping service available on the Go-jek application that can be used to shop for products such as vegetables, fruit, medicine and other items that can be accessed using Go-Jek application.

Vegetable Box is a vegetable provider company fresh organics that are directly distributed to consumers in the region Bandung Raya which sells organic fresh vegetables such as lettuce, mustard greens, kale and other types of organic vegetables and apply digital marketing (eg website, social media and E-mail) intensively in its business processes in the form of B2C, namely Business to Customers that can be accessed using the website. Based on several startups that already exist today that are related to vegetable and raw material shopping services other cuisines, then research is carried out to create a business startup-based that is different from shopping services On the other hand, a shopping service business is named FreshBox. FreshBox is a grocery shopping service application

online cooking raw materials that can make it easier for consumers to buy fresh vegetables, fruit and meat without having to go alone to the market. This application provides a variety of kitchen needs such as fresh vegetables, fruit and meat that can be accessed by download the app on playstore. The name FreshBox can mean as a service that is always fresh every day. Provision of needs kitchen provided on the FreshBox application in collaboration with traditional market in Padang city.

Buying fresh food is a basic need for a family. Fresh food is needed to cook food/side dishes, buying fresh food is also needed to fill food so there is no need to buy fresh food needs every day. As technology develops, it is easier for people to access everything including buying basic needs, to buy fresh vegetables and meat, now you can use the buying and selling platform, namely "FreshBox".

2. LITERATURE REVIEW



Figure.1. FreshBox Logo

The logo that is used uses a simple concept and the green color can mean freshness. The freshbox application will really help someone who wants to buy cooking ingredients but with limited time so that while waiting for the item, they can do other work, this can also help someone with a disability so there is no need to go shopping at the traditional market, This application is very useful in the future for all people. This app is made for all ages.

3. RESULTS AND DISCUSSION

FreshBox is an application that is intended for people who want to be practical in buying fresh food ingredients such as vegetables, fruits, and fresh meat, they no longer need to go to traditional markets to buy cooking needs. how this application works is the same as other platforms in general, the buyer can choose the item to be purchased then the buyer can also determine the number of items to be purchased, after that the buyer will be directed to fill in the address, after making the payment, Items that have been purchased will be processed immediately for delivery to the destination address.

3.1 Vision And Mission

By the company concerned. The following is the vision, mission and the goals of FreshBox, namely:

a. FreshBox Vision

Providing services in the form of applications for shopping for raw materials dishes such as vegetables, fruit and fresh meat online the most in demand in the city of Padang.

b. FreshBox Mission

- a. Providing online shopping for kitchen needs without making it difficult for customers to shop on their own market.
- b. Using Android-based technology that can be downloaded by users via Playstore which is already available on Smartphones.
- c. Good, friendly, and competent service to customers, so that customers have a sense of satisfaction to do recurring transactions.
- d. Delivery on time, so that the order stays fresh like FreshBox's motto is "Every Day Always Fresh".

3.2 Freshbox's Purpose

- a. Provide convenience for consumers or customers to get the desired item quickly and practically using the FreshBox app.
- b. Make it easier for people who do not have free time to shop on your own to the market using the app as well as can save time to be able to do work other.
- c. Build customer loyalty
- d. Provide certainty and convenience for consumers or customers customers in terms of service.

3.3 Bussines Process Chart

1. Consumers or customers order orders that they want to buy using FreshBox app.
2. Consumers or customers make payments in accordance with the order.
3. After the payment is complete, the order is received by the Daily Administration Fresh.
4. FreshBox administration provides records of customer orders or today's customers to the market.
5. FreshBox drivers deliver orders from customers or customers who ordered yesterday according to the schedule specified by the customer.

The advantages of the Daily Fresh application are:

- a. Consumers can specify a shopping delivery schedule.
- b. FreshBox also makes it easier for people who don't have free time to shop at the market.

- c. Free delivery with a minimum spend of Rp.150.000.- and get a bonus of one cloth bag souvenir
- d. Provide fresh vegetables, fruits and meat that have been cleaned from market.
- e. Shipping costs are relatively affordable and can also save money time.
- f. There are various tips, benefits and cooking recipes regarding vegetables, fruit, beverages, meat and household appliances in the Daily Fresh application.
- g. Delivery on time, so orders stay as fresh as Daily Fresh's motto is "Every Day Always Fresh".

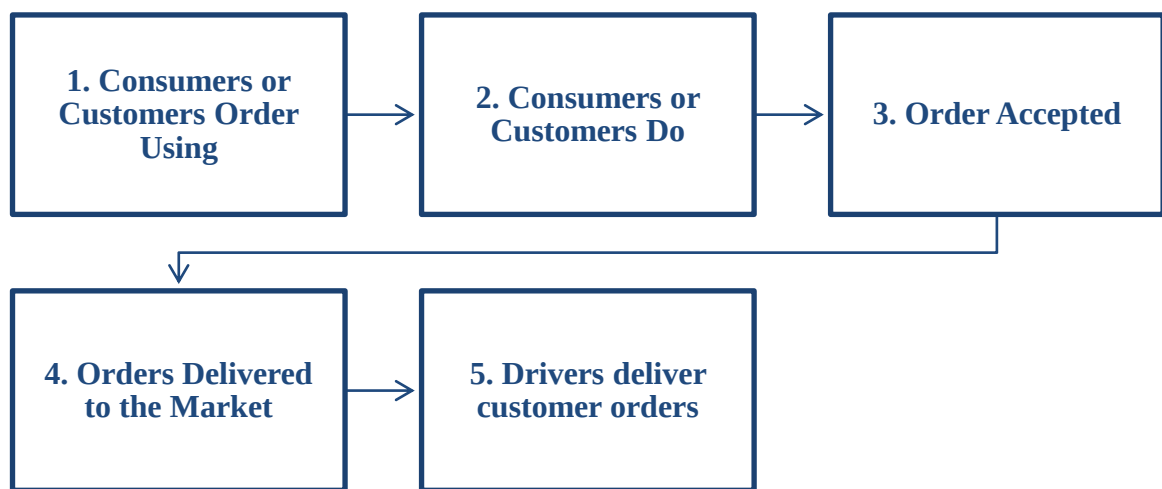


Figure 2. Daily Fresh Business Process

4. CONCLUSION

In the development of the era of globalization, there has been a lot of work that can be done practically and can arrange things according to what we want, using online-based technology, now we can buy something with just one click, it's as simple as that, therefore we present the freshbox application which specially designed to buy fresh food ingredients so that it can make it easier for people to buy something so they don't have to go to traditional markets and carry cash

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