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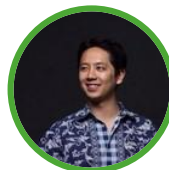


Project Objective

Gojek is a super app with more than 20 services ranging from people and food transportation to massages and e-money. A key stakeholder in their business are the merchants, with whom they want to strengthen the relationship. It is in this context that our project arises: To evaluate the feasibility, impact and profitability of a retail-focused Gojek conference.

Methodology

- Internal Interviews
- Merchant Interviews
- Conference Expert Interviews
- Market Research
- Financial Model



Recommendations

Is there space for Gojek to put on a successful conference?

- All internal stakeholders see value in a conference
- Gojek's brand is large enough to attract a meaningful mix of attendees & content: insights to both large & small merchants and connect them to larger ecosystem

Does Gojek have much to gain from a conference?

- A conference brings strong indirect benefits
 - Increase brand loyalty and improve sales cycles
 - Avenue to foster growth in its ecosystem
- Solidifies Gojek as a thought-leader in the market

