

Women & Startup

Shinta Nurfauzia
Co-founder of Lemonilo.com & Konsula

Konsula




DIREKTORI | MASUK ▾ | DAFTAR ▾ | PROMO ▾ | BLOG



















Cari Dokter, Rumah Sakit, Klinik dan Konsultasi Online

Dokter atau Tenaga Kesehatan Lainnya RS, Klinik, atau Fasilitas Kesehatan Lainnya

Pencarian terpopuler: Dokter Umum di DKI Jakarta, Dokter Anak di DKI Jakarta, Dokter Gigi di Jakarta Barat



Find by Specialists

| | | | | | | | |
|--|--|--|--|--|---|--|---|
|  UMUM |  SARAF |  KEDOKTERAN JIWA |  MATA |  AKUPUNTUR |  GIGI |  THT |  HEWAN |
|  KANDUNGAN |  ANAK |  PENYAKIT DALAM |  BEDAH |  JANTUNG |  GIZI |  FISIOTERAPI |  ORTOPEDI |

lemonilo.com

Cari produk apapun di Lemonilo

Berjual di Lemonilo? | Shinta Nurfauzia | Keluar

Catering - Ready to Eat - Snacks - Bahan - Minuman - Merchant Kami - Blog

Cart

95% PEKERJA YANG MEMPRODUKSI EAST BALI CASHEWS ADALAH WANITA

Dukung Pemberdayaan Wanita Bersama East Bali Cashews dan nikmati:

Diskon 10%

Untuk produk Kacang Mede Cokelat, Popcorn 90gr, & Granola Bites!

Selama 4 - 31 Maret 2017

GRATIS ONGKOS KIRIM
Gratis ongkir min. order Rp 150.000 di wilayah Jakarta

SEHAT & TERJANGKAU
Pilihan sehat dengan harga terjangkau

DAPATKAN POIN BELANJA
Dapatkan dan tukarkan poin Anda saat transaksi

Terinspirasi Dari Pencarian Anda

Tinggalkan Pesan

Tinggalkan Pesan

| | | | |
|---|--|--|---|
| | | | |
| East Bali Cashews East Bali Cashews Popcorn Kacang Mede Karamel 30 gr Popcorn Kamis, 09 Mar 2017 15.000 Rp 9.900 | East Bali Cashews East Bali Cashews Popcorn Cokelat 90 gr Popcorn Kamis, 09 Mar 2017 99.770 Rp 26.793 | East Bali Cashews East Bali Cashews Popcorn Karamel 90 gr Popcorn Kamis, 09 Mar 2017 99.770 Rp 26.793 | Kole Mushrooms Kole Keripik Jamur Tiram Garam Laut Keripik & Biskuit Kamis, 09 Mar 2017 75.000 Rp 60.000 |

Rekomendasi Kami

Lihat Semua

Tinggalkan Pesan

| | | | |
|---|---|--|--|
| | | | |
| Mia Chia Mia Chia Energy Bar Almond & Madu Bars Kamis, 09 Mar 2017 33.000 Rp 19.550 | Health & Co. The Daily Crunch Keripik Talas Bawang Keripik & Biskuit Kamis, 09 Mar 2017 90.000 Rp 17.000 | East Bali Cashews East Bali Cashews Popcorn Karamel 90 gr Popcorn Kamis, 09 Mar 2017 99.770 Rp 26.793 | |

Dream

lemonilo
.com

Your place to find affordable healthy products

Problems

Problems

Indonesia's middle class is growing and they are attempting to take charge of their health. This trend translates into substantial buy-in for products in "healthy" category. However, there are 3 problems:



Price

Most Health & Wellness ("HW") products are currently too expensive for most Indonesians



Availability

HW Products are generally not available at most Indonesian retailers



Knowledge

Limited knowledge on the existence and value of HW products

Solutions

Solutions

A platform where customers can find healthy & natural products which are:

Products are available at all times, and can be shipped nationwide

Convenient

Curated

Only high quality and performing SKUs are displayed. Less confusing for consumers.

Products are 20-30% cheaper than most retailers

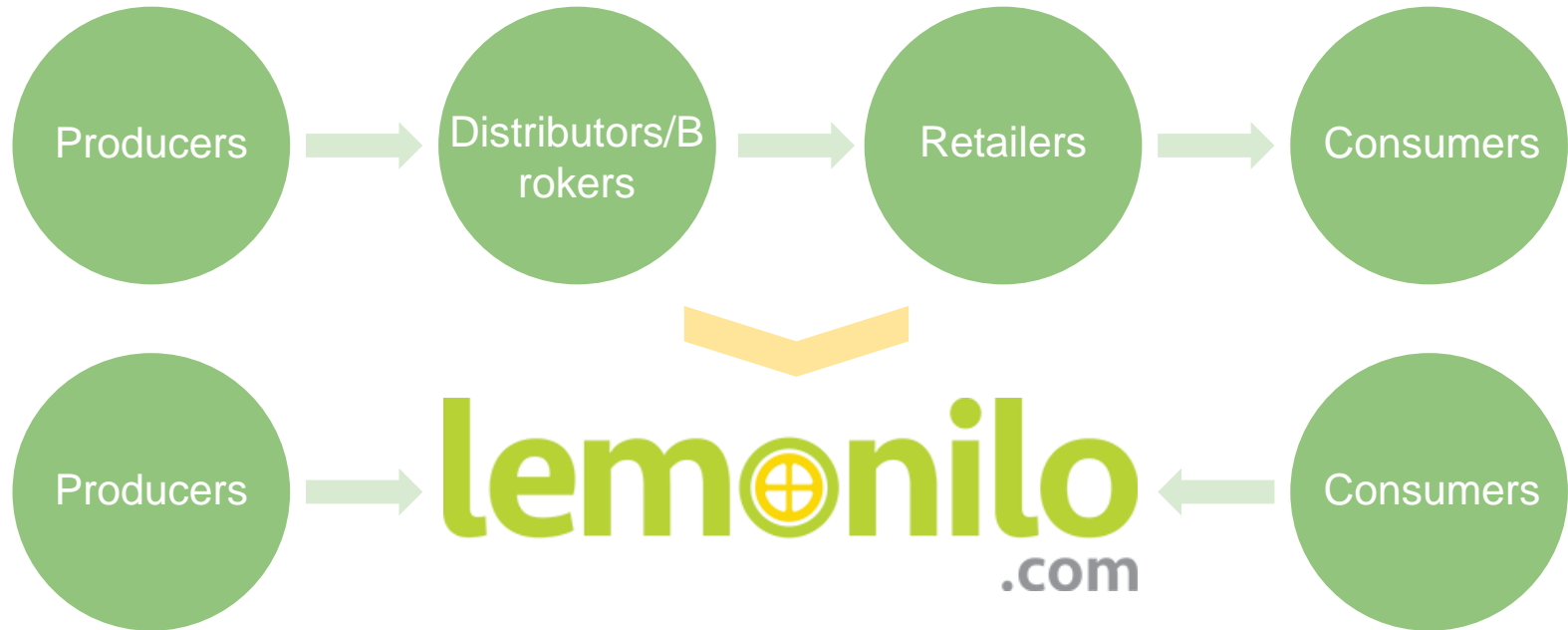
Affordable

Educational

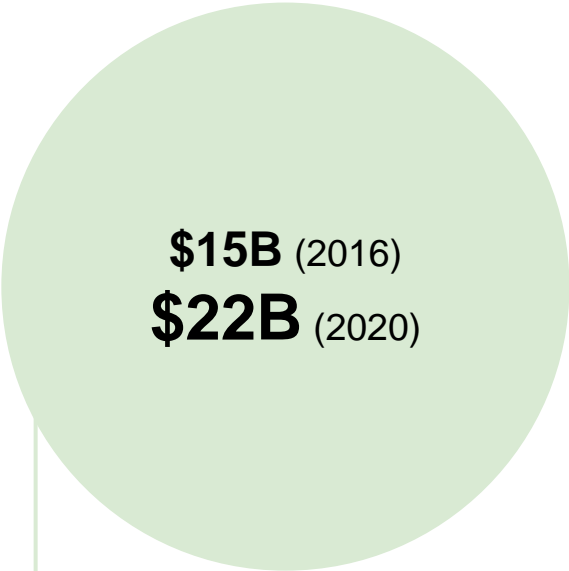
Helping people to find out about HW products that match their budget & goals

What We Are Disrupting

Lemonilo is disrupting the traditional HW Market

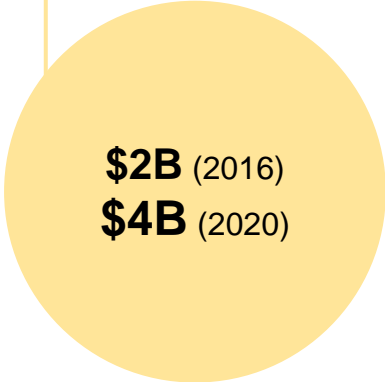


Market Size

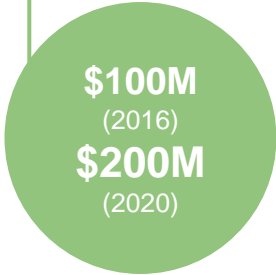


Total Available Market
Healthy foods & beverages,
consumer health, and personal care
in Indonesia

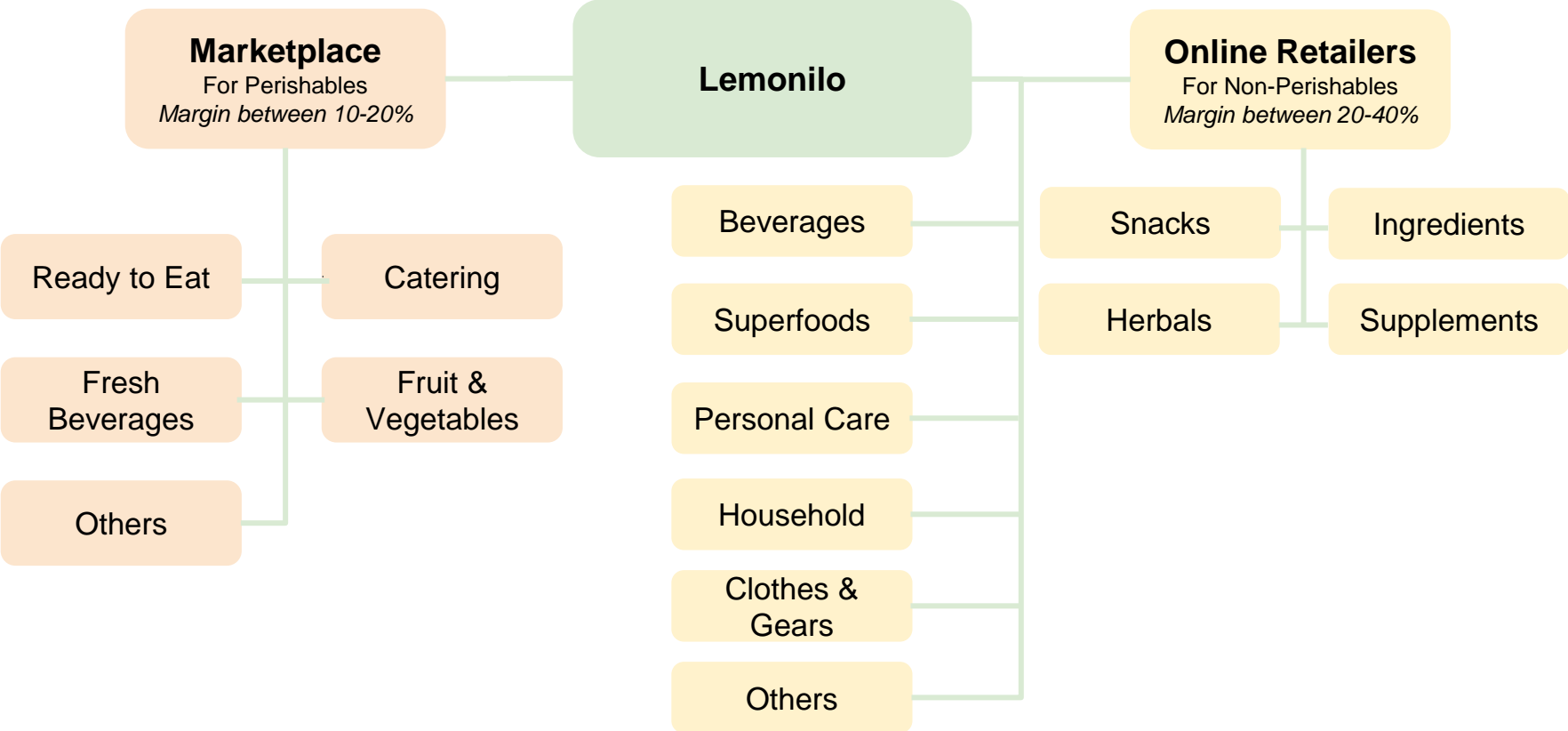
Serviceable Available Market
Naturally healthy and organic foods &
beverages, herbal/traditional products,
vitamins, and supplements in Indonesia



Serviceable Obtainable Market
Targeting 5% of the Serviceable
Available Market

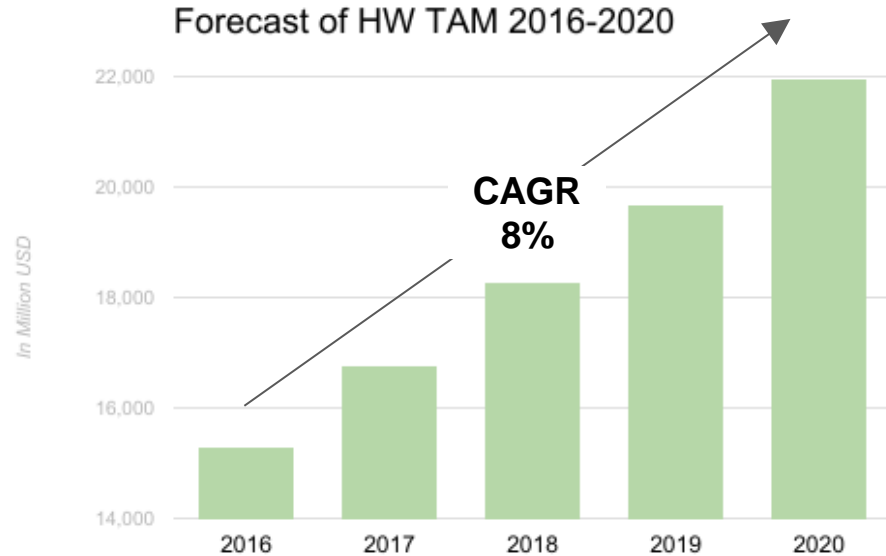


Health & Wellness Overarching Categories



Industry Overview

In 2010, there are only 20 specialty stores in Jakarta selling organic products. In 2016, there are more than 200 stores selling HW products. Rapid urbanization and the growth of consuming class that are currently happening in Indonesia is key for HW products' engine of growth.

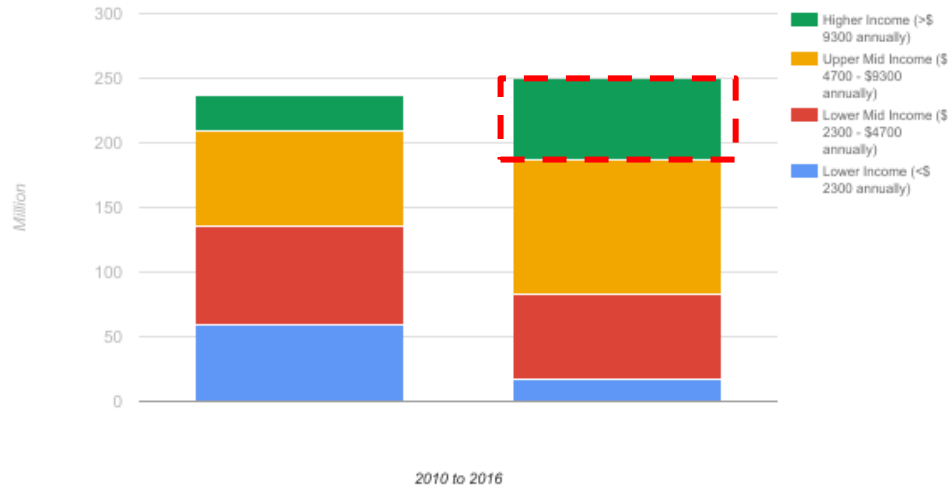


Target Market

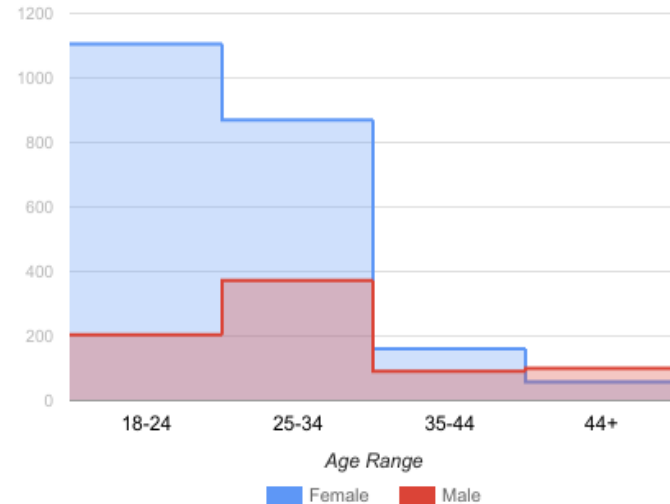
Our main target market is Indonesia's 55 millions of wealthy and consuming class. Their distinct characteristics are as follows:

- **Family oriented.** They make their purchase decision based on the family needs.
- **Women** are the key influencer in the family purchasing decision.

Indonesia's Population Demographics



Lemonilo's Customer Base



Perseverance