EMPOWERING TRADITIONAL MARKET & AGRICULTURE ECOSYSTEM THROUGH TECHNOLOGY
Starting from the existing problem in the traditional market ecosystem.
Starting from the existing problem in the traditional market ecosystem.

- Consumers are shifting from traditional to the modern market in the past 10 years.
- Tradisional market growth every year: -8%
- Modern market growth every year: +31%
Covid-19 changed everything in the traditional market in Indonesia

Source: Central Bureau of Statistics of the Republic of Indonesia
COMPETE WITH MODERN MARKET
Traditional market sellers have to compete with modern markets, because modern markets have advantages in terms of packaging, hygiene, and the best product quality.

LIMITED ACCESS TO THE FARMERS OR GOOD QUALITY AND CHEAPER PRODUCT
So far, traditional market sellers only have to buy their product from the main market. There is no other choice to choose the best products and friendly prices. That's why, prices in the traditional market always fluctuate.

LIMITED CUSTOMER REACH
Mostly, people who shop at the traditional market only come from the people around the traditional market.

WORKING CAPITAL & BANKING ACCESS PROBLEM
Majority of small sellers in the traditional market Unbankable (because of age, lack of collateral, or no credit history), so they cannot buy good quality inputs. They usually borrow from middlemen with interest rates above 200%.

COVID-19 PANDEMIC SINCE 2020
Covid-19 has restricted traders and buyers from doing activities in traditional markets. This has an effect on the income of traders who have fallen drastically.
Shopping Platform for daily, weekly, and monthly needs at the nearest traditional markets in Indonesia.

Teman means FRIEND. So, we wanna be a friend for every traditional market sellers. And friend for our customer.
Marketplace apps based that sells almost all sellers good. Focused on B2C & B2B

Partner apps that help our customer to order their goods to the traditional market sellers that have collaborated with us

Platform for every seller in traditional market who wants to join and become our seller partner.

New entity for funding system. We help the seller operation and connect them to bank and capital.

A new entity to help traditional market sellers to buy their new product with affordable prices and best quality products from the farmers.
Connecting agricultural supply chains through traditional markets for all sectors & business
Teman Pasar – Big impact for traditional market ecosystem and agriculture supply chain

- +1500 SKU
- Serving B2C & B2B
- Term of Payment option for B2B
- Instant & Scheduling Delivery
- Highly data driven
- +15 Product Category
TEMAN PASAR FUTURE ECOSYSTEM

We are here

- temanbelanja
  - Demand
- temanpedagang
  - Supply
- temanmakan
  - Supply
- temanhorekacă
  - Modern Market
  - Hotel, Restoran, Kafe, Catering, Warung makan

Consumers/End user

temanfund

Capital

temantani

Capital

Hilir

Hulu
OPERATING AT KOTA DEPOK, JAKARTA, AND BOGOR FOR INDONESIA’S TRADITIONAL MARKET BETTER.

140 Pasar Tradisional di JAKARTA.

12 Traditional market in Tangerang/Tangsel

17 Traditional market in Kota/Kab Bogor

13 Traditional market in DEPOK

Collaboration

Pasar Tradisional Org:
PD Pasar Jaya
APPSI

Payment Gateway:
Xendit
Midtrans

Agriculture Startup:
Tanihub (soon)
BIOPS (soon)
Chickin (soon)

Delivery Startup:
Gojek (soon)
Grab (soon)

B2B Client:
1. Royal Pangan Nusantara (Supply Chain)
2. BPNT Kemensos
3. KDS Kota Depok
4. Kemendag
5. Aerofood ACS
6. Catering di Depok dan Jakarta
7. Warung dan Kafe di Depok

2022: Available in 15 Cities in Indonesia
Product

Homepage
Checkout & Payment
Tracking Progress
Disrupting Indonesia through traditional markets!

“The market is crowded & the seller is prosperous”
The Founder Team

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Erwin Rahayu
CTO Teman Pasar

Advisor & Mentor

Sandiaga S Uno
Imaduddin
Agus Suharyono
Willgo Zainar

Award (Winner) & Support

Bukalapak
ibuomama
gojek
traveloka
ALAN CREATIVE
PENULIS.id

indigo
DSLLaunchPad
WIRAUSAHA MUDA MANDIRI

TaniHub
THE WORLD BANK

Microsoft

GAMELOFT