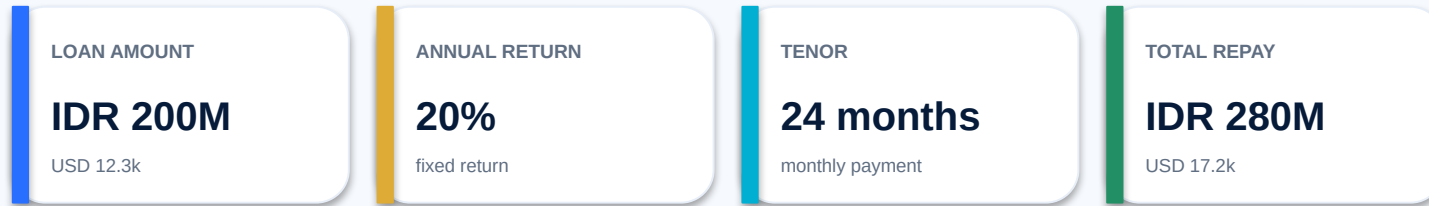


PS STORE 88

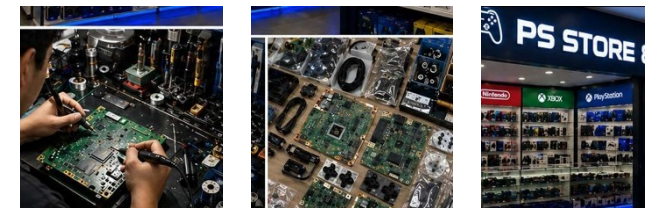
24-Month Business Plan & Growth Strategy

Scalable omnichannel gaming business designed to scale inventory, sales capacity, and recurring service revenue.



100% of funding allocated to saleable inventory - not operating losses, overhead, or non-liquid spending.

Prepared for investor review, repayment planning, and due diligence discussion.



Executive Summary

A concise overview of the business, funding need, and repayment logic.

BASELINE SALES

IDR 180M

USD 11.0k / month

OPERATING MARGIN

25%

EBITDA margin

OPERATING PROFIT

IDR 45M

USD 2.8k / month

MONTHLY REPAYMENT

IDR 11.67M

USD 716

COVERAGE RATIO

3.85x

profit / repayment

Business Snapshot

- Scalable omnichannel gaming business in Jakarta.
- 2 offline operating points supported by marketplace selling and live-selling.
- Revenue from consoles, accessories, repairs, spare parts, game installation, trade-ins, and B2B demand.
- 10-person team with in-house repair capability and operational infrastructure already in place.

Funding Thesis

- IDR 200M / USD 12.3k working capital loan for 24 months.
- 20% annual return; total repayment IDR 280M / USD 17.2k.
- 100% of funds allocated to saleable inventory.
- Funding increases sales capacity, stock availability, and inventory turnover without major new setup costs.

Business Model & Revenue Streams

One integrated ecosystem: product sales, service revenue, trade-ins, and B2B demand.

Console Sales

New and used PlayStation, Nintendo, Xbox, and selected retro consoles.

Accessories

Controllers, cables, charging accessories, gaming add-ons, and bundles.

Repair Services

Hardware/software repair, diagnostics, maintenance, and controller replacement.

Spare Parts

Repair components and replacement parts used for service and direct sale.

Game Support

Game installation, troubleshooting, and customer setup support.

Trade-ins & B2B

Inventory rotation, reseller demand, and rental operator support.

Revenue is diversified: one-time product sales are supported by recurring demand from repairs, maintenance, accessories, spare parts, game installation, trade-ins, and B2B customers.

Market Segments & Demand Drivers

The business serves diversified retail, online, and B2B customer segments.

1

Retail Buyers

Home users, families, casual gamers, and gaming enthusiasts.

2

Marketplace Buyers

Customers reached through Indonesian online selling channels.

3

Live-Selling Customers

Audience-driven conversion from product education and product demos.

4

Collectors & Retro Buyers

Demand for selected previous-generation and classic consoles.

5

Resellers & Bulk Buyers

Repeat product demand and faster inventory rotation.

6

Rental Operators

B2B customers needing recurring service, parts, controllers, and maintenance.

Demand drivers: product availability, trusted after-sales support, spare parts access, controller replacement, game installation, and recurring B2B service needs.

Sales Strategy

How PS Store 88 plans to convert inventory into revenue across multiple channels.

Offline Stores

- Product display and consultation
- Walk-in sales and trust building
- Repair intake and after-sales support
- Local fulfillment point

Marketplace Selling

- Wider customer reach across Indonesia
- Fast-moving SKU listing and replenishment
- Bundling console + accessories
- Store inventory as fulfillment base

Live-Selling

- Real-time product education
- Campaign-based inventory push
- Seasonal and promotional sales
- Customer interaction and conversion

B2B Growth

- Rental operators and resellers
- Bulk accessories and spare parts
- Maintenance and controller replacement
- Recurring service relationships

Sales strategy focus: increase stock availability, accelerate inventory turnover, capture seasonal upside, and expand recurring B2B demand.

Inventory Plan & Use of Funds

IDR 200M / USD 12.3k allocated entirely to growth inventory, not operating losses or overhead.

Use of Funds	IDR	Approx. USD
Core new & used console inventory	110M	USD 6.7k
Trade-in console inventory	40M	USD 2.5k
Controllers & replacement units	20M	USD 1.2k
Accessories inventory	15M	USD 0.9k
Spare parts & repair components	15M	USD 0.9k
TOTAL	200M	USD 12.3k

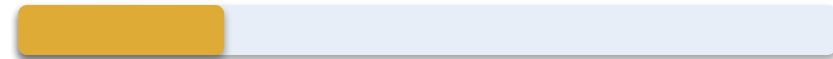
Funding Allocation Logic

75% to core console + trade-in stock



IDR 150M allocated to consoles and trade-in units as the main customer-entry products that increase sales capacity and stock availability.

25% to higher-margin supporting inventory

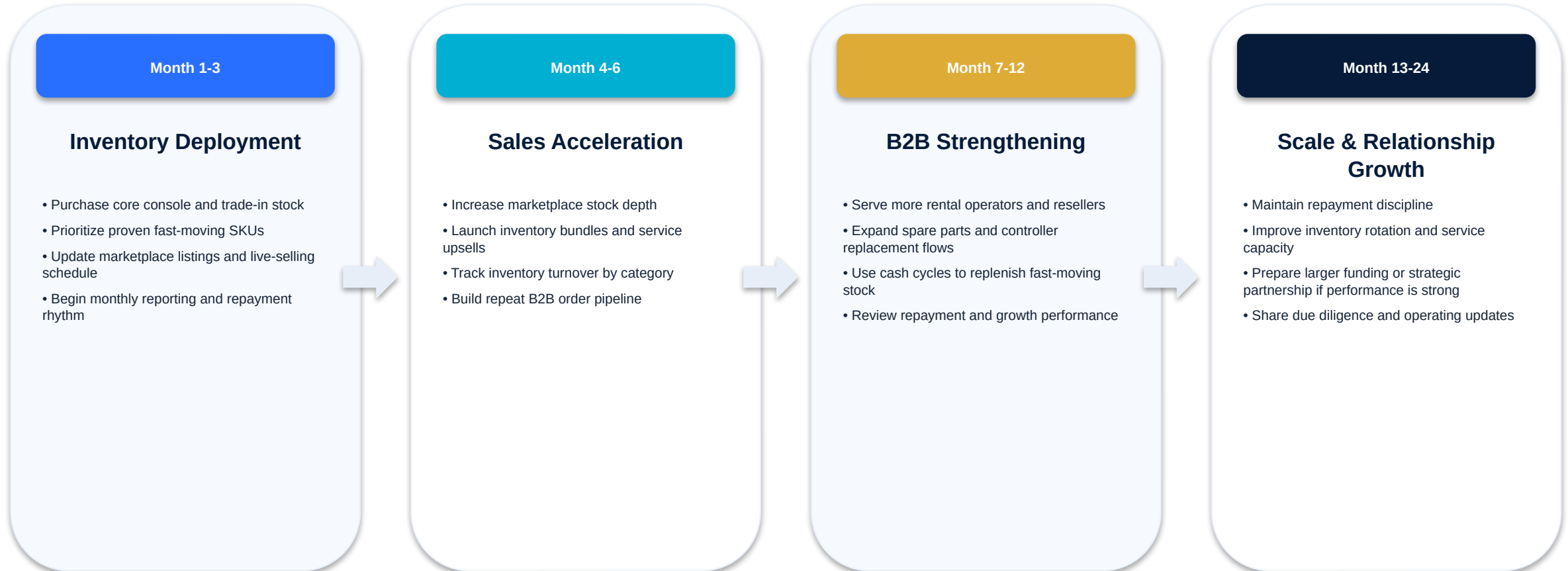


IDR 50M allocated to controllers, accessories, spare parts, and repair components to improve transaction value and service revenue.

Inventory liquidation logic Inventory can be monetized through offline stores, marketplaces, live-selling, resellers, B2B customers, trade-ins, bundling, and promotional sales. Target turnover cycle: approximately 30-90 days depending on product category and seasonality.

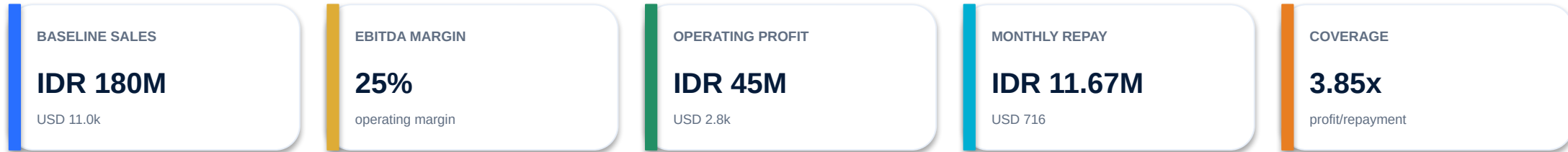
24-Month Execution Roadmap

A phased plan for inventory deployment, sales acceleration, B2B growth, and repayment discipline.

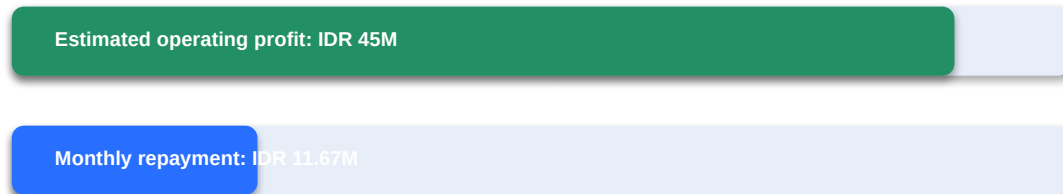


Repayment & Cash Flow Logic

Baseline sales, operating profit, and repayment coverage show a manageable 24-month structure.



Baseline Monthly Cash Flow Comparison (IDR million)



Seasonal Upside

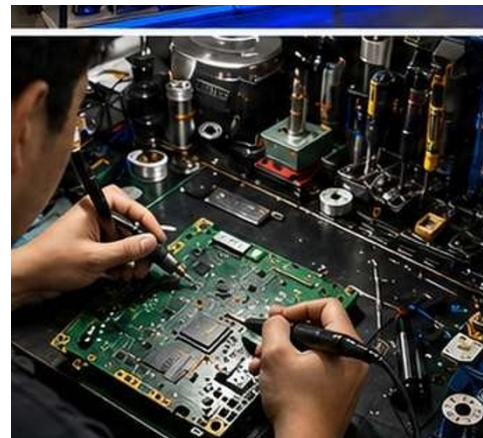
During high-demand periods such as holidays, year-end season, and promotional periods, monthly sales may reach up to around 2x baseline depending on stock availability and demand.

Baseline: IDR 180M | Peak potential: up to ~2x

Repayment burden represents around 26% of baseline operating profit, leaving room to maintain operations, replenish inventory, and manage seasonal working capital needs.

Operational Plan & Team

Existing infrastructure allows capital to be deployed without major new setup costs.



Operating Foundation

- 2 stores
- 10 team members
- In-house technicians
- Packing + fulfillment
- Service areas
- Supplier access

Function	Operational Role
Sales team	Offline, marketplace, live-selling, and customer handling
Technicians	Repair, diagnostics, maintenance, controller replacement
Inventory handling	Stock receiving, SKU prioritization, stock movement
Packing/fulfillment	Daily online order preparation and delivery coordination
Founder oversight	Sourcing, supplier relationships, B2B, repayment discipline

Risk Management & Inventory Controls

Designed to reduce execution risk through disciplined stock buying and diversified liquidation channels.

Inventory Risk

Focus on proven fast-moving products with 30-90 day target inventory turnover.

Cash Flow Risk

24-month tenor keeps monthly repayment manageable relative to baseline operating profit.

Channel Risk

Sales not dependent on one channel; offline, marketplace, live-selling, B2B, and reseller channels support monetization.

Margin Risk

Revenue supported by higher-margin repairs, accessories, spare parts, game installation, controller replacement, and trade-ins.

Execution Risk

Stores, team, technicians, repair tools, packing, service areas, and supplier relationships are already in place.

Investor Trust Risk

Monthly reporting can include sales performance, inventory movement, repayment status, and B2B progress.

Risk-control principle: funding stays tied to saleable, demand-driven inventory rather than speculative or hard-to-liquidate spending.

Investor Reporting & Due Diligence

Monthly visibility and supporting documents are designed to build investor confidence.

Monthly Investor Updates

- Monthly sales performance
- Inventory movement and stock replenishment
- Repayment status
- Marketplace and live-selling activity
- B2B demand progress
- Major operational updates

Due Diligence Materials

- Company profile and pitch deck
- Legal documents / NIB / OSS
- Jenfi paid-off proof
- Sales summary and transaction records
- Inventory list and asset photos
- Store, stock, service area, and team photos

Financing track record: prior business financing with Jenfi, a Singapore-based financing platform, was successfully repaid in full and on time.

PS STORE 88

Let's Build the Next Growth Chapter Together

A structured 24-month business plan focused on saleable inventory, measured returns, operational visibility, and long-term partnership potential.

Investment Summary

IDR 200M loan | USD 12.3k | 20% annual return | 24 months | IDR 280M total repayment | IDR 11.67M monthly repayment

Founder Contact

Andry Ferdinan | Founder, PS Store 88
WhatsApp / Phone: 081288885203
Email: andryferdinan88@gmail.com | LinkedIn: Andry Ferdinan

