



Ro-cket Pizza



Doddy Hidayat
CEO

Overview

Ro-cket Pizza (PT. Gigih Jagat Pangan)

Merupakan salah satu penerima Bantuan Insentif Pemerintah pada tahun 2017 dalam kategori subsektor **Kuliner**. Startup ini berlokasi di **Jakarta**. Mereka mendapatkan dana Bantuan Insentif Pemerintah sebesar **Rp. 145.000.000,-**

The menu features several pizza varieties, each with a 'What's Inside' description and a 'GRAB NOW' badge:

- SMOKEY SMOCKET**: Smoked Beef, Beef Minced Berbeque Sauce, NZ Mozzarella Bar, Yellow Cheese Cream. All Fresh & Natural Ingredients.
- PEPPEROCKET**: Peppercorn, Beef Minced Sauce, NZ Mozzarella Bar, Yellow Cheese Cream. All Fresh & Natural Ingredients.
- HOT SPICY TUNA**: Tuna in Olive Oil, Hot Spicy Sauce, Sweet Corn, NZ Mozzarella Bar, Yellow Cheese Cream. All Fresh & Natural Ingredients.
- CHICKEN ROLLIC**: Fried Chicken, Chicken Minced Garlic Sauce, NZ Mozzarella Bar, Yellow Cheese Cream. All Fresh & Natural Ingredients.
- CHICKEN WUZZMUST**: Chicken, Mustard Sauce, NZ Mozzarella Bar, Yellow Cheese Cream. All Fresh & Natural Ingredients.
- SEAFOOD ROLLOVER**: Mixed Seafood, Garbanetti Sauce, NZ Mozzarella Bar, Yellow Cheese Cream. All Fresh & Natural Ingredients.

Other menu items include:

- The Wellington**: Heavenly Tasty!
- Baba Blackbeef**: Keep Calm It's New Edition!
- Rocket Cinnamon**: Happiness are Sweet in Ro-cket Cinnamon!
- Ultimate Meal Pack**: 3 Slices Rocket regular (Any Variant), Cinderella Soup (Roast Beef Pumpkin), French salad (Lemon Dressing), 3 PCS Spicy Chicken + Extra Cheese, Dessert: Rocket Cinnamon Slice. Rp. 58.000,-
- Combo Regular 1**: 2 Slices Ro-cket regular (Any Variant), Baked Red Bean or Pumpkin Soup, French Salad (Lemon Dressing). Rp. 30.000,-
- Combo Regular 2**: 2 Slices Ro-cket regular (Any Variant), Baked Red Bean or Pumpkin Soup, French Salad (Lemon Dressing) + Ro-cket Spicy Chicken. Rp. 40.000,-
- Combo Regular 2**: 2 Slices Ro-cket regular (Any Variant), Baked Red Bean or Pumpkin Soup, French Salad (Lemon Dressing) + Ro-cket Cinnamon Slice. Rp. 37.500,-

IMPACT



- Desain dan bahan kemasan yang baru
- Content Marketing tools kit yang lebih menarik
- Bertambahnya jaringan reseller & Partner bisnis
- Peralatan pengemasan produk yang lebih baik

BEFORE AFTER

BEFORE

- ❖ Terbatasnya dana untuk kegiatan marketing dan branding
- ❖ peralatan pengemasan produk yang belum optimal

AFTER

- ❖ Memiliki izin HKI, BPOM dan halal dari MUI
- ❖ Desain dan bahan kemasan yang lebih baik
- ❖ Tersedianya peralatan pengemasan produk yang lebih baik.
- ❖ Bertambahnya jaringan reseller dan partner pemasaran produk