

XPANSAJA COLD STORAGE HUB

Comprehensive Investor Opportunity Analysis • Prepared for Mr. Faisal (United Kingdom)

1. EXECUTIVE SUMMARY & BUSINESS ECOSYSTEM

The Xpansaja Cold Storage Hub business opportunity represents an institutional infrastructure model integrating decentralized food storage facilities with the proprietary digital supply-chain platform operated by **PT Solusi Digital Utama**. Designed to support Indonesia's National Nutrition Agency (Badan Gizi Nasional / BGN) and its *Makan Bergizi Gratis* (MBG) free nutritious meals programme, the ecosystem aligns local agricultural producers, cold storage stockists, and institutional kitchens.

Core Value Proposition: Unbroken cold chain integrity, real-time inventory traceability via Single Unique Barcodes, and automated fee disbursements (Auto-Disbursement API) ensuring complete financial transparency and lower distribution overhead.

Ecosystem Stakeholders

Stakeholder	Primary Role	Platform & Financial Integration
Suppliers / Local Farmers	Provide fresh protein, fish, vegetables, and processed food items.	Operates via Supplier Business Account; receives 85% net revenue.
Stockist / Cold Storage Partner	Owns and operates physical cold storage infrastructure (\$4×6×2.5\text{m}\$).	Uses Scan-Only App; earns 1%–6% (avg. 3%) handling fee.
Sales Executive / KSSP	Acquires, registers, and maps SPPG kitchen zones.	Earns 5% lifetime commission on transactions of referred SPPGs.
SPPG Kitchens (Outlets)	Institutional food preparation units under BGN guidelines.	Orders via MBG Marketplace; executes direct invoice payments.

2. CAPITAL EXPENDITURE & FINANCIAL RECONCILIATION

A rigorous review of the source documents reveals notable discrepancies in initial capital expenditure (CapEx) estimates provided across promotional teasers and formal proposals. Investors must carefully reconcile these figures prior to capital allocation.

Capital Expenditure Discrepancy Analysis

Document Source	Stated CapEx Structure	Total Financial Outlay
Proposal Xpansaja.pdf	Base Cold Storage Unit + Canopy + Racking + Genset 10 kVA.	IDR 262,000,000 (Turnkey Model)
Proposal 1.pdf	Modular Cold Storage Hub (\$4\times6\times2.5\text{m}\$) complete setup.	IDR 262,000,000 (Standardized)
Cold Storage.pdf (Teaser)	Cash Purchase: Unit (IDR 220M) + Racking, Genset, & Installation (IDR 100M).	IDR 320,000,000 (Cash Option)
Rent-to-Own (2 Years)	Down payment IDR 66M + Monthly installments (IDR 8.8M/mo) + Auxiliaries.	IDR 377,200,000 (Total with financing)
Rent-to-Own (3 Years)	Down payment IDR 66M + Monthly installments (IDR 7.3M/mo) + Auxiliaries.	IDR 428,800,000 (Total with financing)

Analyst Note on Valuation: The variance between IDR 262 Million and IDR 320 Million stems from differing inclusions for civil foundation work, local permits, electrical grid upgrades, and working capital buffers. Investors should budget conservatively around **IDR 320 Million** for fully operational readiness.

Physical Asset Ownership vs. Digital Platform

As explicitly documented in the PKS agreement (Article 5), all physical facilities, land improvements, and cold storage machinery purchased using investor funds **remain the absolute property of the investor**. Conversely, the Xpansaja digital application, ERP architecture, trademarks, and database technology remain the exclusive property of PT Solusi Digital Utama.

3. REVENUE MODEL & OPERATIONAL ECONOMICS

The economic engine of the Cold Storage Hub relies on a handling fee (Storage Hub Fee) charged as a percentage of gross product sales processed through the facility. The standard agreed baseline is **3%** (contractually ranging from 1% to 6% depending on commodity complexity).

Simulated Unit Economics (1 Hub Serving 5 SPPG Kitchens)

Financial Metric	Monthly Value	Annualized Value
Gross Sales Turnover (5 SPPG Units)	IDR 2,271,000,000	IDR 27,252,000,000
Stockist Gross Revenue (3% Handling Fee)	IDR 68,130,000	IDR 817,560,000
Operational Expenses (OpEx: Electricity & Staff)	(IDR 15,000,000)	(IDR 180,000,000)
Net Operational Profit	IDR 53,130,000	IDR 637,560,000
Payback Period (Cash CapEx IDR 262M baseline)	~ 4.93 Months (Approx. 5 Months)	

Automated Settlement: Commissions are not held in escrow. Via the *Auto-Disbursement API* integrated with banking partners, funds are split instantly upon payment settlement from SPPG kitchens, ensuring zero working capital lag for the stockist.

Facility Technical Specifications

- External Dimensions:** Modular Sandwich Panel structure measuring $4.00 \times 6.00 \times 2.50$ meters (24 m² area, 60 m³ volume)