

# PS Store 88

## Inventory-Backed Financing Opportunity

Service-First Gaming Retail Platform in Indonesia



# Company Overview

PS Store 88 is a Jakarta-based gaming retail and after-sales services company founded in 2020. The business combines online marketplace reach with physical trust hubs and in-house technical services.

Our operations are focused on cash-generating retail and high-margin after-sales services, creating a sustainable and predictable revenue model. We've built a reputation for reliability and quality in Indonesia's growing gaming market.

## Core Business Model

- Omnichannel gaming retail distribution
- Physical consultation and service hubs
- In-house technical service capabilities
- Inventory-backed operations with SKU tracking

## Established Since

**2020** — Four years of proven operations

# Market Problem

Indonesia's gaming retail market faces significant structural challenges that create friction for consumers and limit growth opportunities for retailers. These pain points represent our competitive advantage.

## Trust Deficit

Low consumer confidence in product authenticity and warranty fulfillment. Many retailers offer unclear or unreliable warranties, leading to customer skepticism.

## Fragmented Services

After-sales services are scattered, unreliable, and inconsistent. Customers struggle to find qualified technicians for repairs and maintenance.

## Poor Post-Purchase Experience

Limited support after sale completion. No unified platform for installation, troubleshooting, or ongoing customer care.

## No Credible Hub

Absence of a trusted one-stop retail and service destination. Customers must navigate multiple vendors for purchase and support needs.

# Our Solution

PS Store 88 operates a service-first, trust-driven retail model designed to address every major pain point in Indonesia's gaming retail market. Our approach combines physical presence with technical expertise.

01

## Physical Trust Hubs

Consultation and service centers where customers can see, touch, and test products before purchase, building confidence and reducing returns.

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## Omnichannel Distribution

Seamless integration across online marketplaces and offline stores, meeting customers where they prefer to shop.

02

## In-House Technical Team

Trained technicians with standardized service operations procedures (SOPs) ensure consistent, reliable repairs and maintenance.



# Products & Revenue Sources

## Product Categories

Our revenue model is built on two complementary streams: retail sales of gaming hardware and high-margin after-sales services. This combination creates both immediate cash flow and recurring revenue.

- **Gaming Consoles:** PlayStation, Xbox, Nintendo Switch, and next-generation systems
- **Accessories:** Controllers, headsets, charging docks, protective cases
- **Games & Digital Content:** Physical games and installation services

## Service Revenue

High-margin services that improve inventory turnover and customer lifetime value:

- Console repairs and diagnostics
- Spare parts replacement
- Game installation and setup
- Warranty and maintenance plans

Services drive 25-40% margins vs. 8-15% on hardware





# Traction & Proof of Demand

Four years of operations have generated strong customer loyalty and organic growth. Our metrics demonstrate product-market fit and operational execution capability.

**8,000+**

## Customer Database

Active customers with purchase history and contact information for retention marketing

**70%**

## Net Promoter Score

Industry-leading customer satisfaction indicating strong word-of-mouth potential

**25%**

## YoY Repeat Rate Growth

Year-over-year increase in repeat customer purchases, showing loyalty and trust

**15%**

## Referral Acquisition

New customers acquired through referrals, reducing customer acquisition costs

# Financial Snapshot

PS Store 88 operates with positive net margins and demonstrated profitability. Our financial performance is driven by disciplined inventory management, high-margin service revenue, and strong accessory attach rates.

## Revenue-Generating Operations


Proven track record of consistent monthly revenue from both retail and service streams. Diversified income reduces dependency on any single product category.

## Positive Net Margins

Profitable operations with improving margins driven by service mix optimization and operational efficiency gains.

## Improving Profitability

Margin expansion through higher accessory attach rates (controllers, cases, headsets) and increased service revenue per customer.

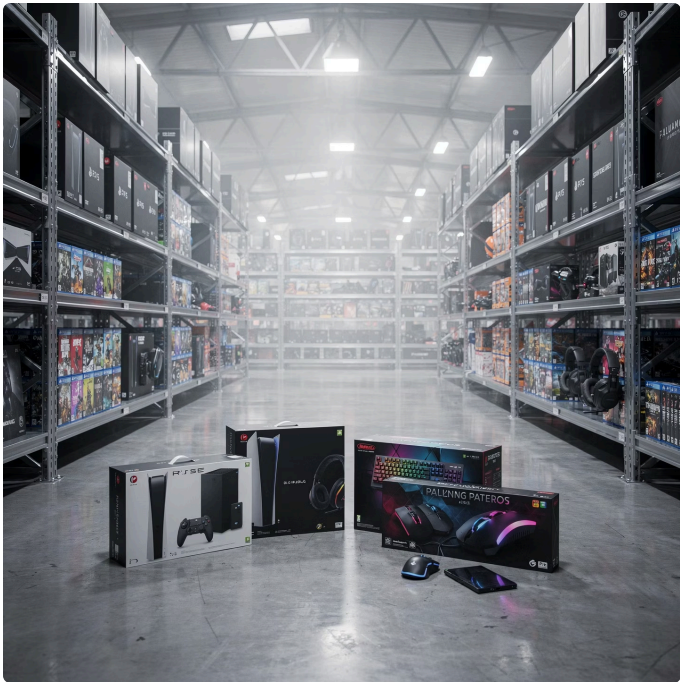
 **Focus on Stability:** Our growth strategy prioritizes stable cash flow and asset-backed operations over aggressive expansion. We maintain conservative inventory levels relative to monthly sales velocity.







# Loan Opportunity

## Primary Investment Offer

We are seeking **IDR 125 million** in inventory-backed financing to deepen our fast-moving SKU inventory. This is a secured, asset-backed loan with transparent monthly reporting and fixed returns.

The loan structure is designed for capital preservation and predictable returns, backed by tangible inventory assets with clear liquidation value.

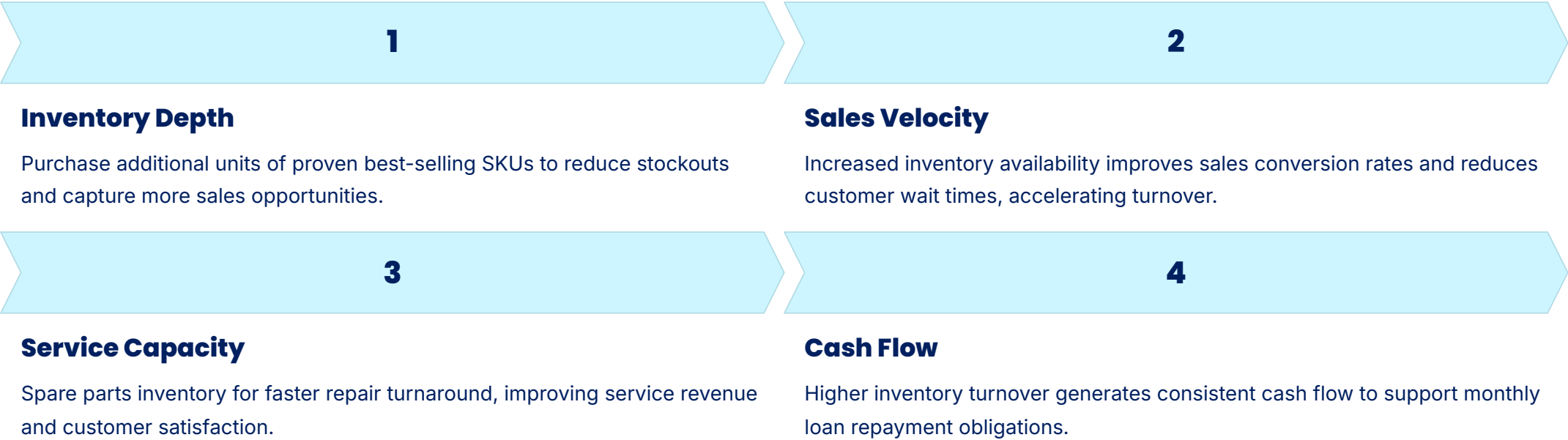


	<b>Loan Type</b> Inventory-backed financing with asset security
	<b>Amount</b> IDR 125,000,000
	<b>Tenor</b> 12 months with monthly repayment schedule
	<b>Return</b> Fixed monthly return on principal
	<b>Security</b> Inventory assets with SKU-level tracking and valuation
	<b>Reporting</b> Monthly revenue, inventory position, and cash flow reports



# Use of Funds

100% of loan proceeds will be allocated to fast-moving inventory acquisition. This capital deployment directly impacts revenue generation and service capacity.



# Risk Management & Investor Protection

This financing opportunity is structured with multiple layers of protection to prioritize capital preservation and return predictability. Our conservative approach emphasizes downside protection over growth speculation.



## Asset-Backed Structure

Loan is secured by physical inventory with clear liquidation value. All inventory is tracked at SKU level with market pricing verification.



## Conservative Loan Size

Loan amount represents a prudent loan-to-value ratio relative to existing inventory and monthly revenue run rate.



## Cash Flow Coverage

Existing monthly cash flow from operations provides coverage for repayment obligations independent of inventory liquidation.



## Transparent Reporting

Monthly financial reports including revenue breakdown, inventory aging, cash flow statement, and repayment tracking.



## Legal Agreements

Clear legal documentation outlining terms, security interests, covenants, and dispute resolution mechanisms.



# Optional Equity Upside

## For Strategic Investors Only (Not Mandatory)

While the primary opportunity is structured as a secured loan, we are open to discussing an optional equity conversion with strategic investors at a later growth stage. This is **not required** and remains separate from the core debt investment.

Any equity discussion would occur after successful loan repayment and would be subject to:

- Mutual agreement between both parties
- Separate valuation process at future date
- Full regulatory compliance and legal structuring
- Alignment on growth strategy and governance

❏ **Primary Structure:**  
This opportunity is first and foremost a secured, inventory-backed loan with fixed returns. Equity participation is optional and requires separate negotiation.

# Founder & Management

## Andry Ferdinand

### Founder & Chief Executive Officer



Andry Ferdinand founded PS Store 88 in 2020 with a vision to build Indonesia's most trusted gaming retail and service platform. As founder-operator, he maintains hands-on involvement in daily operations, inventory strategy, vendor relationships, and business execution.

#### Key Responsibilities:

- Overall business strategy and execution
- Inventory planning and supplier management
- Operations oversight and quality control
- Financial management and reporting
- Customer experience and service delivery

**Background:** Extensive hands-on experience in gaming retail operations and after-sales services. Deep understanding of Indonesian gaming market dynamics and consumer behavior.

# Contact Information

For investment inquiries, due diligence materials, or additional information about this financing opportunity, please contact:

## Andry Ferdinand

**Position:** Founder & Chief Executive Officer

**Company:** PS Store 88

## Phone / WhatsApp

+62 812-8888-5203

Available for calls and messaging

## Email

[andryferdinan88@gmail.com](mailto:andryferdinan88@gmail.com)

Primary contact for formal inquiries

## LinkedIn

[linkedin.com/in/andryferdinand](https://linkedin.com/in/andryferdinand)

Professional profile and network

- ❏ We welcome questions about our operations, financial performance, inventory management systems, and loan terms. Due diligence materials including financial statements, inventory reports, and customer metrics are available upon request.

# Investment Highlights

PS Store 88 represents a conservative, asset-backed financing opportunity in a proven, cash-generating gaming retail business. This investment is designed for predictable returns with potential long-term upside for strategic partners.



## **Asset-Backed Security**

Inventory-backed loan structure provides tangible collateral with clear liquidation value. All assets tracked at SKU level with monthly valuation reporting.



## **Proven Business Model**

Four years of profitable operations with demonstrated customer loyalty, repeat business, and organic growth through referrals.



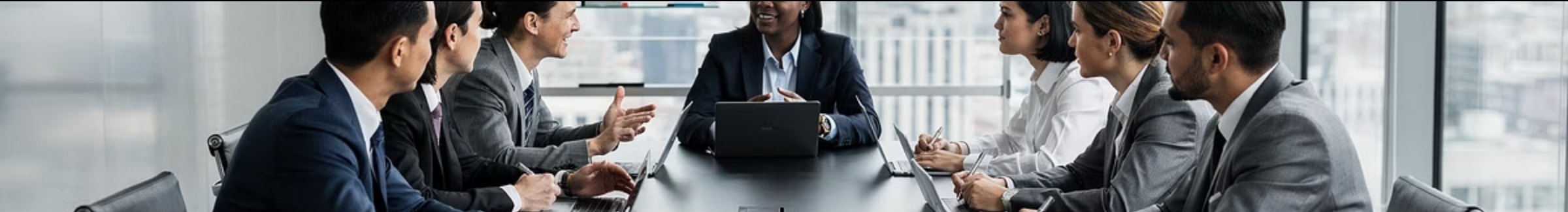
## **Cash Flow Coverage**

Existing operational cash flow provides repayment coverage independent of inventory liquidation. Conservative loan sizing relative to revenue.



## **Transparent Operations**

Monthly financial reporting, inventory tracking, and open communication. Founder-operator accountability and hands-on management.



# Next Steps

We invite private investors, SMEGERS community members, and Singapore-based investors to explore this inventory-backed financing opportunity. Our approach prioritizes transparency, capital preservation, and predictable returns.

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## Initial Discussion

Contact Andry Ferdinand to discuss investment terms, business operations, and answer preliminary questions.

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## Term Sheet & Legal

Finalize loan terms, security agreements, reporting requirements, and legal documentation with mutual counsel.

02

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## Due Diligence

Review financial statements, inventory reports, customer metrics, and legal documentation. Site visits to retail and service locations available.

04

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## Funding & Execution

Deploy capital to fast-moving inventory and begin monthly reporting and repayment schedule.

[Contact on WhatsApp](#)

[Send Email](#)