

AUGUST 2023

M A S A L A L 

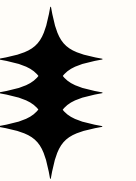
PROFILE AND OUR HISTORY

 www.masalalu.id

 [@masalaluoofficial](https://www.instagram.com/masalaluoofficial)

 [masalalucafe](https://www.tiktok.com/masalalucafe)

 [@masaentertainment4039](https://www.youtube.com/@masaentertainment4039)





M A S A L A L

We are a Food & Beverages brand that is committed to creating **social spaces** for the general public to gather and stay in touch while still being able to carry out productive activities, providing visitors with a delicious taste of food and drinks at an appropriate price.



VISION M A S A L A L U ☕



"Name is Du'a"

As the name suggests, we hope to become a vessel for whoever and wherever they are to **build their future through MASALALU**. This means that we hope to build MASALALU throughout Indonesia to the global level.

VISI

Menjadikan masalalu sebagai medium bagi siapa saja untuk membangun **masa depannya** bersama **masalalu**.





Profil Manajemen

Ali Harahap

- Founder & CEO of **MASALALU CAFE**
- Co-Founder of **Alif Official**
- CEO of **Belfarm**
- CCO of **MASAPACK**

Selected Highlights

- Manage 30+ laborer in a project at Pertamina Pekalongan
- Increase 800 Mio profit in 1 project
- MASALALU sharing profit within 4th months
- Doublize BELFARM omzet within a month

Find me here:

Instagram: @aliharahap

Tiktok: @alidarimasalalu



Profil Manajemen

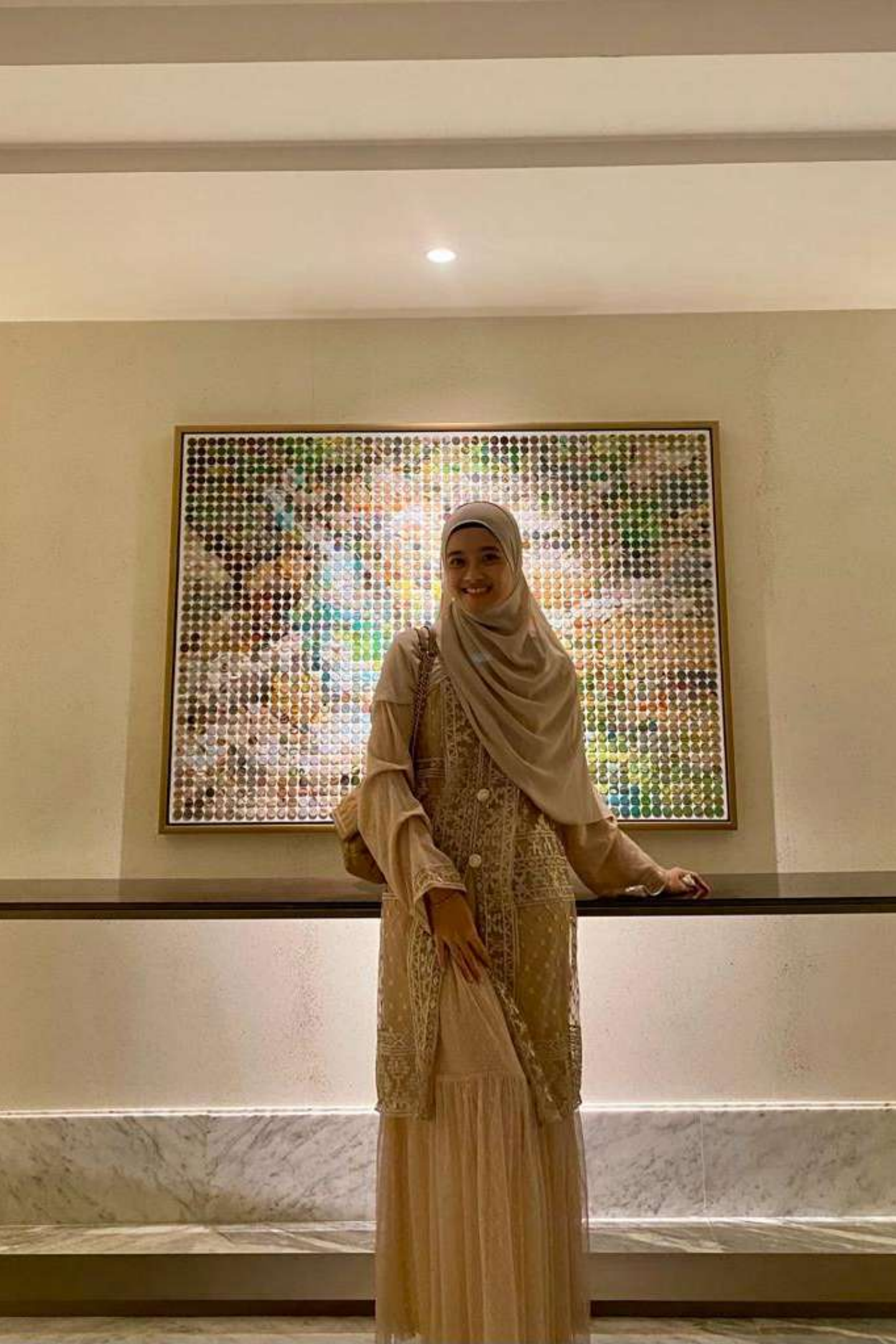
Hanifah Amatullah

A Sociopreneur in Food and Beverage and Modest Fashion wear business in Indonesia with a distinctive Master degree in Disaster Management.

- Founder of **Alif OFFICIAL**
- Co-Founder **MASALALU CAFE**
- CFO of **MASALALU CAFE**
- CCO of **MASAPACK**

Find me here:

Instagram: @ifaahanifah





OUR JOURNEY

Established in Sept 2017

Our first branch store on March 2018

With Industrial, Natural, and Minimalist Concept

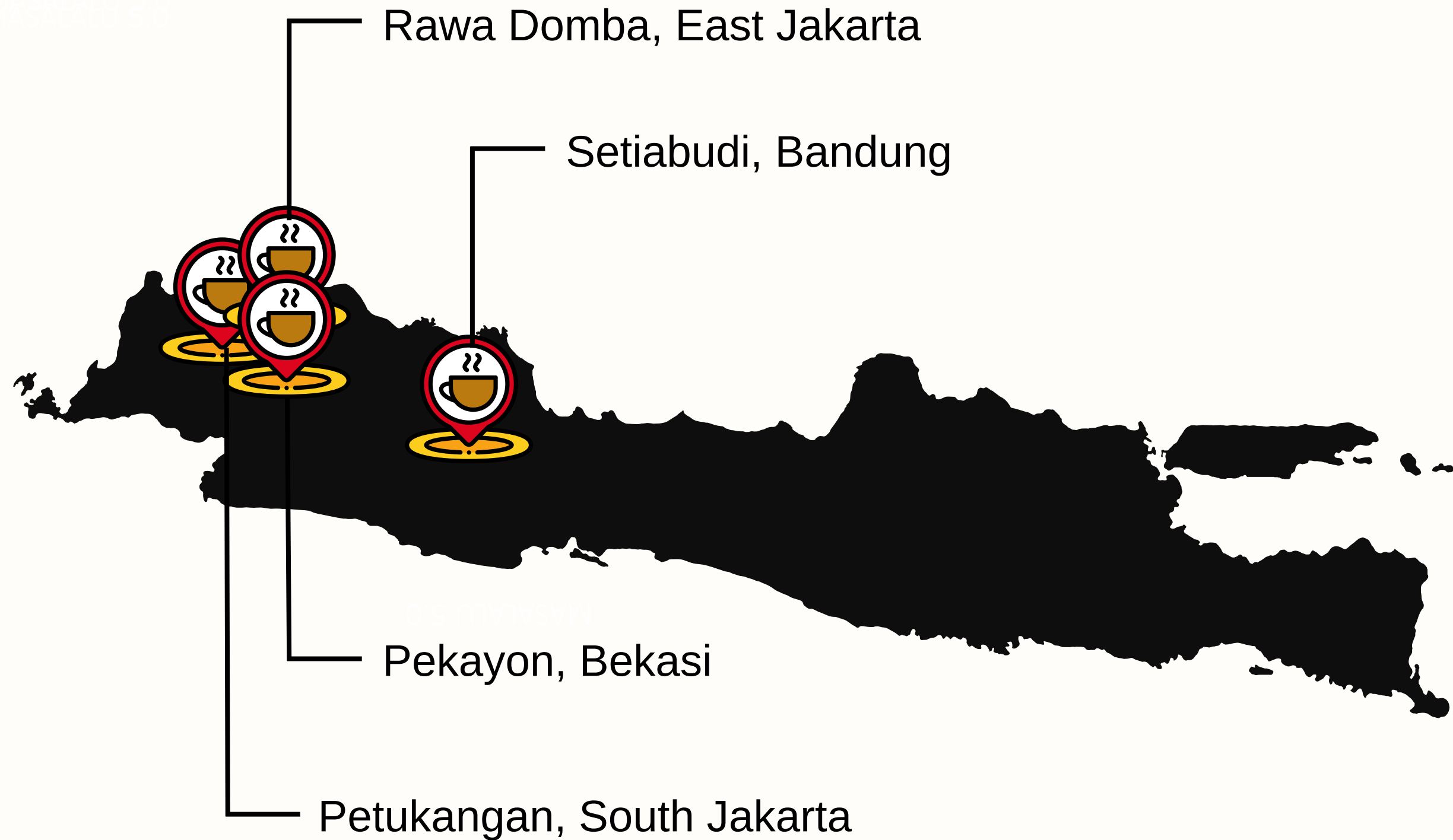
Develop 6 stores since 2018

Maintain 4 Stores during Global pandemic

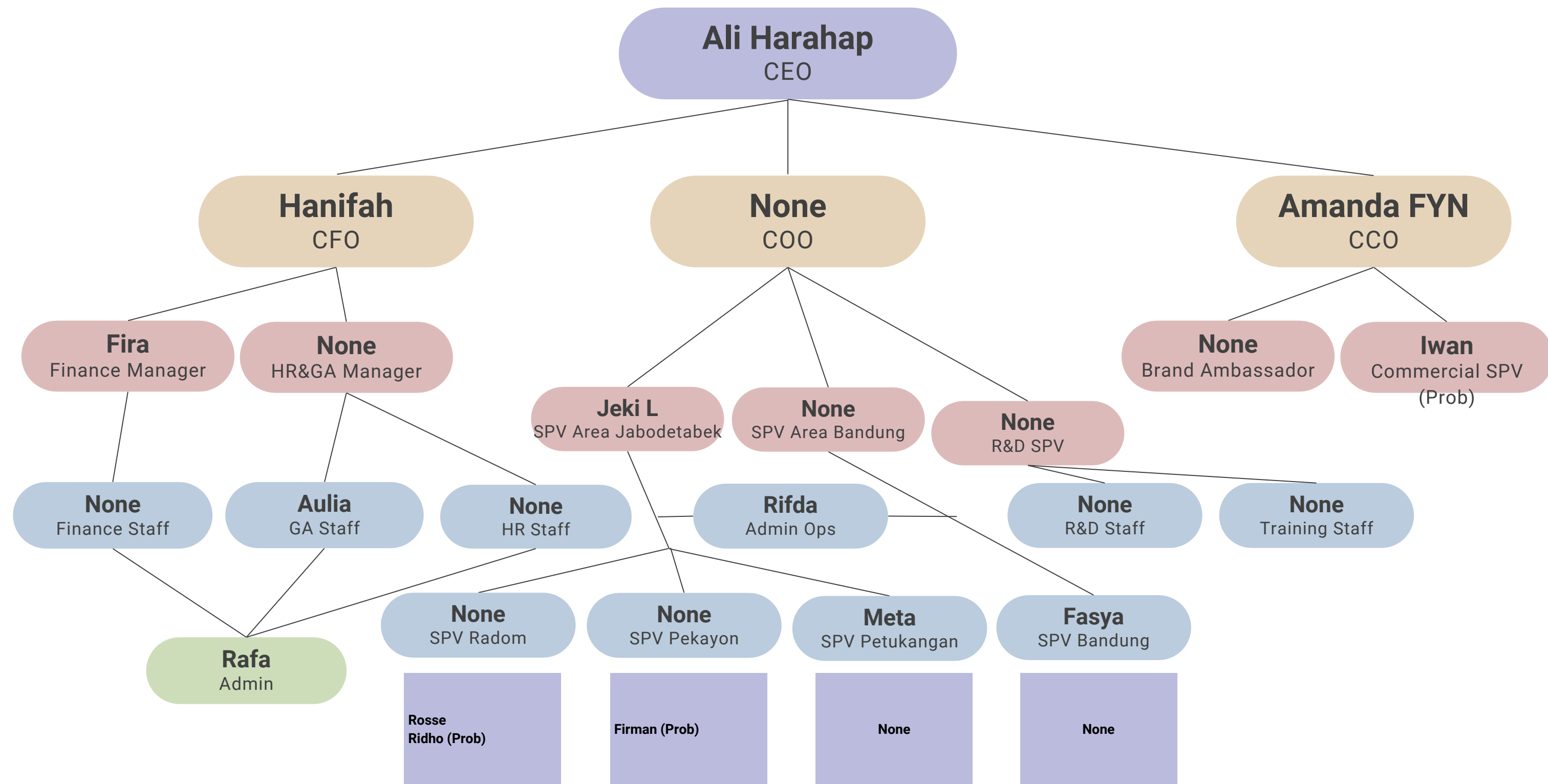
Existing Outlet



MEMBER



MASALALU Organization 2023



Why

M A S A L A L

01



Team Expert

More than 5 years experienced team in Industry

02



Profit sharing

Adopting Islamic Business Model

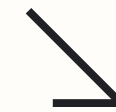
03



Branding & Personal Touch

The meaning of "MASALALU" in bahasa

04



Brand Value

MASALALU through customer's perspective

05



Achievements

Milestones and Achievements MASALALU

Unique Selling Point

M A S A L A L 

01

SOCIAL ENTREPRENEURSHIP

Applies the principles and guidance used by start-up founders and entrepreneurs to a business that directly generates social change or impacts a social cause.

02

CHARITY

Any event whose primary purpose is to generate funds for a cause, charity, or non-profit.

03

COMMUNITY SPACE

Community halls are public locations where members of a community tend to gather for group activities, social support, public information, and other purposes.

04

BRAND RECOGNITION

Brands can benefit from a greater average lifetime value and customers who stick around longer.

05

RELIABLE TEAM PLAYER

We examine several ways team members show their reliability to the rest of the team.

06

INNOVATIVE CAMPAIGNS

A systematic, time-bound method of pursuing innovation.

07

ECO FRIENDLY CAFE

We utilized paper cup, straw, built garden in our cafe, and and we will innovate more towards go green.

08

MASSIVE COMMUNITY

We have a large community that is already part of MASALALU CAFE.

activities





MASALALU

Jajan Lebih Hemat Lewat Masalalu App

Pesan makanan dan minuman di semua store lewat Masalalu App, dapatkan diskon special.

Diskon 10%

Available on:
Google Play App Store



MASALALU

yuk kita berbagi!!

MASALALU menyediakan paket

JUMAT

berkah

slide





masalaluofficial

...

MASALALU

927

Posts

17,6K

Followers

41

Following

MASALALU Cafe | Coffee Shop

Rawa Domba Jaktim | 07.30-24.00

Petukangan Selatan, Jaksel | 08.00-24.00

Pekayon, Bekasi | 08.00-24.00

Setiabudi, Bandung | 11.00-22.00

See Translation

linktr.ee/masalalu

Followed by aliharahap, mz.owen and 20 others

Following

Message

Contact

+9

@masalaluofficial

Professional dashboard		
Insights		Jun 30 - Jul 29
Accounts reached	17.1K +37%	>
Accounts engaged	829 +103%	>
Total followers	17.6K +0.5%	>
Content you shared	369	>

Afifah Azizah
2 reviews · 1 photo

★★★★★ a year ago

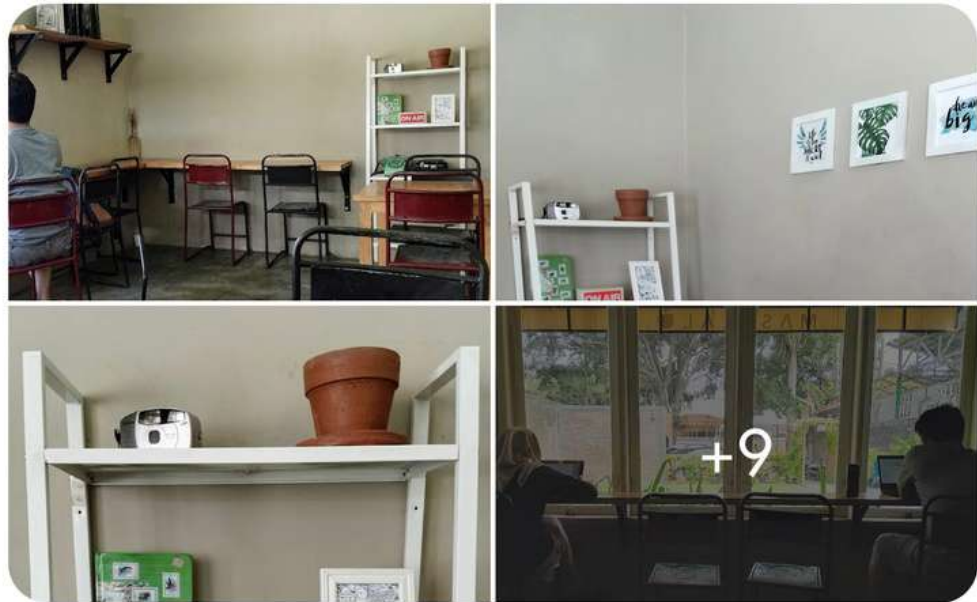
For place very cozy and instagramable... Greats for waiters, very helping and always smiling, nice place in near kalimalang



Elly Djafar
Local Guide · 71 reviews · 163 photos

★★★★★ 3 years ago

Went here on Sunday morning. Told the barista that this is my first visit.. They welcome me very friendly and proud on explaining their signature, I like the confident and friendliness. Price wise was very reasonable however unfortunately ... [More](#)



M A S A L A L 

4.8 ★★★★★ Rating

5.965 Total Review

Talitha Sabella
Local Guide · 312 reviews · 184 photos

★★★★★ 5 years ago

One - Stop Coffee, Dessert, Chit-Chat & Chill. Great Coffee with great ambience. Their Crew are also serve us good & communicative. Last but not least: their Wifi connections are 👍👍👍👍



Aldian Kurniawan
Local Guide · 31 reviews · 34 photos

★★★★★ 4 years ago

I've got some good vibes from this place.



Culinaire On Bike
Local Guide · 12 reviews · 46 photos

★★★★★ 5 months ago

Dine in | Breakfast | Rp 25,000–50,000

Great place to hangout/WFH/meeting



Partnership



- Bank Mandiri
- Masalalu Apps
- Gojek
- Grab
- Majoo
- CauseID
- Alsmart
- The Kiddos Project
- ShareCar
- Little Friends
- Shopee
- Jurnal.id
- Talenta





Website

www.masalalu.id

Phone

+62 812 8292 4442

Email

masalalucafe@gmail.com

Instagram

[masalaluofficial](https://www.instagram.com/masalaluofficial)

Tiktok

[masalalucafe](https://www.tiktok.com/@masalalucafe)

YouTube

[@masaentertainment4039](https://www.youtube.com/@masaentertainment4039)

Contact Us





THANK YOU.