

## ABSTRACT

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*This project discusses a startup called WarmingUP and also a case study of supply chain and asset management on food and beverage services and micro coworking space management WarmingUP. WarmingUP is a student startup from Universitas Telkom that focuses on providing high-quality halal food and beverages. This startup is also equipped with a micro coworking space that is comfortable for studying, working, discussing, and collaborating. Additionally, WarmingUP has created a collaborative ecosystem that supports the Sustainable Development Goals (SDGs) through Ngolab Express Cafe, which is a Food and Beverage Express service resulting from the logistics collaboration between Universitas Telkom and KorTAIL. This service not only provides fast food and beverages but also facilitates a space for social interaction and collaboration among students.*

*Keywords: WarmingUP, SDGs, Ngolab Express Café, Supply Chain, Asset, Micro Coworking Space*