

## ABSTRACT

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*This project discusses the case study of creating the Micro Retail Sales and Technology Platform startup KorTAIL. Koral Retail or abbreviated as KorTAIL, is an all in one services platform which aims to help students who have businesses at Telkom Univeristy and MSMEs in Bandung Regency to reach a wider market through the PojokUMKM physical platform supported by Jadinge.Top digital signage so they can switch to digitalization, as well as developing the Ngolab application to increase operational and sales efficiency. In the Ngolab application, there is a Ngolab Merchant feature to make it easier to manage sales, products and MSME finances.*

*Keywords: KorTAIL, Micro Retail, Jadinge.top, PojokUMKM*