

CHAPTER 5

BUSINESS PLAN

5.1 Identification Of Investment Opportunities - SWOT Analysis

<p style="text-align: center;">STRENGTH</p> <ul style="list-style-type: none">• New product• Have a lot of benefit and nutrients	<p style="text-align: center;">WEAKNESS</p> <ul style="list-style-type: none">• Long production process• Availability of raw material which limited• Durian seeds is rarely know by people hence consumer unwilling to try it
<p style="text-align: center;">OPPURTUNITIES</p> <ul style="list-style-type: none">• People high demand on healthy food• Can sell it inside modern market/ international market	<p style="text-align: center;">THREATS</p> <ul style="list-style-type: none">• Food producer that sell similar product.• This product use a seasonal fruit, so the ingredient maybe become rarely• Everyone try to make at home for himself because the method is easy

➤ **Strength**

The strength of durian seeds sausage is has a lot of benefit and nutrients for health than regular sausage because it is using durian seeds and eggs so it is good for health.

➤ **Weakness**

Durian seeds is organic waste hence the availability of the main ingredients is hard to find. Also the making process of durian seeds sausage needs a long time cause by drying under sunlight process which is need four day to dried the durian seeds. Durian seeds is food ingredients which rarely know by people hence consumer unwilling to try it.

➤ Opportunities

The opportunity of the new product is has benefit and nutrients for health. People now days has healthy life style, they will selective in choosing their foods.

➤ Threats

The threats also came from many competitor / home industry duplicate the product because the method durian seeds sausage is easy.

5.2 MARKETING ASPECT

➤ Marketing Concept

The marketing objectives are to understanding and satisfying what customer wants, needs and expectations though this new product. This product has a lot of benefits and also has a good quality.

The target market for the product is varies, from middle low; middle up, even up class can buy this product. Because our product is worth the price, and the price is quite affordable if they want healthy high nutrition and best quality Dusse.

The marketing plans for this product are making great promotion to introduce the new product. There will be a explanation of the product superiority compared to the regular sausage.

The promotion for the new product will use advertising on social media like Instagram. It is used to introduce this new product and attract customer to buy the product. The advertisement will show all the benefit for health from this product.

➤ Target Marketing

Market target of our product is people want healthy. They demand on high nutrients product and give healthy benefit is high so durian seeds sausage is suitable for their needs.

➤ Market Segmentation

Market Segmentation	
Geography	Downtown because purchasing power is more higher and the demand of healthy product is high too
Demography	High class, Middle class, Adult, Child Because our product is worth the price, and the price is quite affordable if they want healthy high nutrition
Price	Price for Dusse Durian seeds is economically middle low and middle up class. This can be our strategy to sell our new product, make the customer interested
Behavior	People nowadays tend to shopping by online because of easiness that given like easy payment method and online shop is high on consumer demand, used online shopping as place to sell is profitable.

- Promotion Strategy

Promotion is very important to persuaded the consume to by our product and as medium to give information. For our product which branding as healthy food for the promoting will use social media like instagram. Consumer tend to interested on cheaper product hence do promo buy one get one is a good promotion to introduce the product

5.3 TECHNICAL ASPECT

- Production Capacity

The production capacity of the product is about 500 pcs a day. Durian seeds sausage required long production time because of the dried durian seeds process hence utilization of dried machine and grinder make more effective. At

the least we need 5 persons to work and two dried machine and one grinder to produce 500 pcs durian seeds sausage. We collected it from durian seller. In the production and keep the product at storage for distribute every week.

5.4 LEGAL ASPECT

Legal aspect is very important to secure our product from duplicate hence the recipe of durian seeds sausage should be resisted as trade secret. There are several reason why used trade secret than patent as legal protection. Trade secret do not require registration in certain government institution as patents so the legal protection can be obtained immediately. Trade secret legal doesn't have protection time limit. Duration of patent protection is limited, only for 10 years and after the protection period passes the invention become public domain. Otherwise a trade secret there is no time limit for protection. As long as the owner keeps his trade secrets from public access, as long as his trade secrets are protected. Different from trade secrets, patent applicants are required to reveal detailed the findings to the public in their patent application. Beside the trade secret there is also several permissions to register like apply a trending business license (SIUP) at the office of industry and trade office, business location permit (SITU), disruption permit, to make disruption permit we need to bring application letter for inference permit at the licensing service office. Letter of application for permit disruption is letter that contains our ability to comply and obey the provisions of the government on environmental sustainability and request for submission of company registration (TDP) at regional investment office (KPMD) and also register the health permit from the food and medicine supervision agency (BPOM) which the petition can be done at the local health office.

5.5 FINANCIAL ASPECT

The main ingredients of sausage are durian seeds and eggs. The price of durian seeds is Rp 1.000 per kg. The price of egg from supplier is Rp 4.000 per kg. The price of seasoning (salt, black pepper, totole) Rp. 10.000 per pack. For the production, it needs 10 kg of durian seeds and 1 kg egg and 5 grams of seasoning. There are the estimation of durian seeds sausage production once every 2 weeks :

$$\begin{aligned} 10 \text{ kg durian seeds} &= 10 * \text{Rp. } 1.000 \\ &= \text{Rp } 10.000 \\ 1 \text{ kg egg} &= 1 * \text{Rp. } 4.000 \\ &= \text{Rp } 4.000 \end{aligned}$$

$$5 \text{ grams seasoning} = 5 * \text{Rp } 10.000$$

$$= \text{Rp } 50.000$$

- Total = Rp 64.000

These are the pricing of durian seeds sausage

➤ Human Resource

There are 5 persons to do the production of sausage. There are 2 persons for washing durian seeds and cut durians seeds and also dried durian seeds, 2 persons to machine blending the durian seeds until smooth, 1 persons to boiled the durian seeds. After they do each job, all of them should do the packaging.

There are the payment of salary

Salary per mont	= Rp. 7.500.000 /months
5 : Rp 7.500.000	= Rp 1.500.000/months
1.500.000 : 30	= Rp 50.000/months

Equipment

There are the estimation of equipment's for making sausage

- Blender = 5 * Rp 545.000
= Rp 2.725.000
- Bowl stainles = 10 * Rp 32.000
= Rp 320.000
- Spoon = 10 * Rp 5.000
= Rp. 50.000
- Saucepan = 5 * Rp 150.000
= Rp 750.000
- Stove = 5 * Rp. 300.000
= Rp. 1.500.000
- Cutting board = 5 * Rp.25.000
= Rp 125.000
- Oven = 3 * Rp 400.000
= Rp 1.200.000
- Tray = 6 * Rp 10.000
= Rp 60.000

- LPG = 5 * Rp 135.000
= Rp 675.000
- Collagen = 5 * Rp 50.000
= Rp 250.000

Total equipment = Rp 7.255.000

The equipment can be used for about 5 years, but the collagen only used for 1 month.

➤ **Packaging**

The packaging is using a plastic that vacuum-packed. There are the equipment.

Plastic vacuum-packed = Rp 50.000 (100 pcs)
500 plastic = Rp 500 * Rp 500
= Rp 250.000

Sticker = 500 * Rp 1.500
= Rp 750.000

➤ **Advertisement**

The durian seeds sausage is selling of Instagram by online shopping system. There is the estimation of advertisement at instagram

- Advertisement = Rp 100.000 per 1 week
- Twice a month = 2 * Rp 125.000
= Rp 250.000

➤ **Selling price**

There are the cost estimation for durian seeds sausage production everyday

- Main ingredients
Total production = Rp 64.000
- Sallary
Per month = Rp 7.500.000
Total per production = Rp 50.000
- Advertisement
Per production = **Rp 100.000**
- Packaging
Plastic vacuum = Rp 250.000
Sticer = Rp 750.000

Total = Rp 1.000.000

These are the total cost per production sausage

Total cost = Main ingredients + salary + Advertisement + packaging
Rp 64.000 + Rp 50.000 + Rp 100.000 + Rp 1.000.000
= Rp 1.214.000

1 pcs sausage = Rp 1.214.000 : 500 pcs
= Rp 2.428

1 packaging = 2 * Rp 2.428
= Rp 4.856

Selling price = RP 10.000

Profit = Rp 5.144/ 5.000

BEP = fund : (Selling price-Production Cost)
= Rp 5.000.000 (Rp 10.000 – Rp 4.856)
= Rp 5.000.000 : Rp 5.000

BEP = 1.000 pcs