

CHAPTER V

BUSINESS PLAN

5.1 GENERAL DESCRIPTION COMPANY

Company form:

CV roasted sweet potato brownies is a company engaged in the culinary, snack foods namely brownies. CV roasted sweet potato brownies is located in Surabaya. Currently we have made innovations for snack brownie products in Indonesia. We made a brownie snack that we named "Roasted Sweet Potato Brownies".

We want to vary the types of snacks with the basic ingredients of sweet potatoes that are known by the wider community. Snacks Roasted Sweet Potato Brownies Our products are manifested by the desire of Chef Ottimmo who collaborates with Lecturer Ottimmo to create new innovations for the culinary world, and elevate the prestige of sweet potatoes as a food ingredient that is only underestimated by its benefits.

Company vision:

Being a successful company, especially in making innovation brownies that are useful snacks in the community based on unique fruit ingredients that are considered bad by many people. "

Company mission:

1. Add public insight about sweet potato
2. Focus on increasing sweet potato innovations that can be processed into foods that have benefits for the body.
3. Developing the products we have made.

5.2 BUSINESS SCOPE

A. Ingredients :

1. Roasted sweet potato/steam, used : The main ingredients of roasted sweet potato brownies.
2. Almond meal, used : making a roasted sweet potato brownies.
3. Chopped walnut : to add crunchy
4. Cacao powder : to add taste
5. Rosella extract powder : to add taste
6. Cacao rubs (optional) : to add taste
7. Date palm : to add sweet flavor
8. Sea salt : to add taste

B. Roasted Sweet Potato Brownies making process

1. Date palm, remove the seeds
2. Mixer sweet potato and date palm until it blended and smooth
3. Add almond meal, cacao powder, rosella extract powder, sea salt into food processor, then mix until blended
4. Put in walnut and cacao nibs into the mixture, until it have a consistency like dough
5. Transfer the dough into the tray that topped with parchment paper, and then flatten the mixture
6. Sprinkle the walnut and sea salt on top
7. Put into the freezer for 2 hours until it tough
8. Slice it into a square

9. Then put it into the packaging box

C . Purchasing Aspects

The main ingredient of Roasted Sweet Potato Brownies snacks is sweet potato, to get the main ingredients, we look for sweet potatoes in Surakarta, as well as in Central Java, traders in the market. Regarding other supporting raw materials such as almond meal, walnut, cocoa powder, rosella powder, and date palm, we are working with suppliers / providers of raw materials. So in the production of Roasted Sweet Potato Brownies Snacks we don't do it ourselves. We recognize this as the basis of our efforts that benefit many people.

D. Production Aspects

We will always do the highest quality, with the selection of high-quality materials. We began to manage these materials in the production process. Sorting until you find good quality sweet potatoes for processing, the best date palm sorting process. packaging process, until the product is ready to be marketed in the wider community.

E. Marketing and Sales Aspects

The first step that we take to market our products is to work with regional stores, supermarkets. We market our products through social media, such as: Tokopedia, Bukalapak, Facebook, Instagram, Line, Whatsapp. The first place we build a place of sale is Surabaya. The reason we chose this area, many people care about health. And satisfaction of many people after trying innovations from our products. After our products are quite popular in the Surakarta community, we are still trying to maintain the quality and quantity of our products to remain comfortable in the community.

5.3 STAKEHOLDER

1. Retailer

Retailers are the first point of contact between us and consumers. With the cooperation of several retailers, especially gift shops, we can support the promotion of our new product (Roasted Sweet Potato Brownies) to consumers. In addition, retailers are also expected to have a good sale value to sell Roasted Sweet Potato Brownies, which is a snack that has many benefits for the body.

2. Supplier

Suppliers have a very important role in the product manufacturing process. By working with suppliers, we can get good raw materials for making Roasted Sweet Potato Brownies. For the main raw material, definitely Sweet Potato, we work with suppliers and so on. For other complementary materials, we collaborate with grocery stores, local and online.

3. Creditors

In developing our products, we really need a creditor who is able to provide loans or capital for the continuity of our products. So we can make innovation without having to experience financial problems in production.

4. Customers

In all cases, a customer is wealth or someone who likes the products we make. In maintaining relationships with customers, we will continue to develop innovations from brownie snacks, aside from sweet potatoes, as well as maintaining product quality.

5. Franchies Partners

The role of the Franchise partner will be seen if our company has developed quite quickly. Where collaboration will be opened with the public / community through the Franchise method and this relationship will provide passive income.

6. Government

The government has a very strong relationship with the growth of a company. Each product must go through several selections from BPOM and MUI in obtaining halal certificates and trading permits in accordance with government procedures.

5.4 SWOT ANALYSIS

A. Strength:

1. We strive to make our products harmless to consumers.
2. Efficacy of sweet potato, rarely found in other products.
3. Our product is the first roasted sweet potato brownies innovation in Indonesia.
4. Use date palm for sweetener, so it is safe for everyone.

B. Weaknesses:

1. Basic materials are difficult and expensive, if not in season.

C. Opportunities

1. Society needs the benefits of sweet potatoes.
2. Substitute snacks that have many benefits for the body.

D. Threats

1. New products are easily beaten by products if they have a mature strategy.
2. Systematic marketing.

5.5 MARKETING ASPECT
 A. Consumer Characteristic

Table 2. Consumer Characteristic

No	Consumer Characteristic	Consumer Necessary
1.	Student	Personal Consumption
2.	Public	Personal Consumption and Certain Event

The results of an analysis from the official government website (www.pangaku.org) states that duku also contains many substances that can help the body, such as calcium (Ca) 37 mg, water 52.7 g, Phosphorus (P) 51 mg, Iron (Fe)) 0.6 mg, Sodium (Na) 1 mg and potassium (K): 61.9 mg.

B. Marketing Segmentation

Table 3. Marketing Segmentation

Marketing Segmentation	Very Important	Not Important
1.	Taste variation and price	Merk and Usefull
2.	Taste variation,halal aspect,hygiene,usefull and nutrition	Packaging and Price
3.	Taste quantity,halal aspect, and usefull	Merk

Based on the analysis of table B, our product marketing strategies are as follows:

1. Introducing and promoting our Roasted Sweet Potato Brownies in the Solo Paragon mall area, as well as the superindo market. The introduction and promotion of our Baked Sweet Potato Brownies products are aimed at families, as well as children in the market area.
2. Selling and introducing our Baked Sweet Potato Brownies products at educational fairs.

3. Selling our Baked Sweet Potato Brownies products on holidays such as Saturdays, Sundays or other holidays that are usually full of customers.
4. Selling Baked Sweet Potato Brownies at small food stores around the school in Surakarta
5. Selling our Baked Sweet Potato Brownies products in stores that sell traditional and modern cuisine around the Surakarta area

C. Marketing Strategy

Segmentation

This business production of Roasted Sweet Potato Brownies is aimed at people who like healthy food and upper middle class. This product can be consumed by all ages from young to old. This product will be enjoyed by people who take care of their health against regular snacks and this product can be a healthy alternative to snacks.

Targeting

- Upper middle class
- Kids
- Teenager
- Adult
- Oldster

Positioning

This business position will be in a shophouse in the western part of Surakarta, which is a shopping center near the fresh market, Jl. Adi Sucipto. the reason for choosing that place is because of the strategic position, visited place.

Product

- High quality products and ingredients.
- New innovation product.
- Healthy product.

Promotion

The promotion of this product will be promoting in the social media like Instagram and Facebook. Also we have a online store in Tokopedia and Shopee.

5.6 FINANCIAL ASPECT

Variable cost

Table 4. Variable Cost

No	Description	Total Unit (Per Day)	Cost/Unit (Rp.)	Cost/Day (Rp.)	Cost/Package (Rp.)
1.	Roasted Sweet Potato	52 Kg	20.000 / Kg	1.040.000	10.400
2.	Almond Meal	26 Kg	70.000 / Kg	1.820.000	18.200
3.	Walnut	6 Kg	40.000 / Kg	240.000	2.400
4.	Cacao Powder	6 Kg	30.000 / Kg	120.000	1.200
5.	Rosella Powder	300 Gram	20.000 / 100 Gr	60.000	600
6.	Date Palm	6 Kg	50.000 / Kg	300.000	3.000
7.	Sea Salt	1,5 Kg	15.000 / Kg	22.500	225
8.	Packaging				
	Box	100	3.500 / Pcs	350.000	3.500
	Sticker	100	500 / Pcs	50.000	500
	Mat	100	2.500 / Pcs	250.000	2.500
	Rope	100	1.000 / Pcs	100.000	1.000
	Total			4.352.500	43.525

Notes :

1 month = 26 work days

1 day = Producing 100 packs / day

Variable cost per month = $4.352.500 * 26$

= 113.165.000

Variable cost per year = $113.165.000 * 12$

= 1.357.980.000

Production capacity per month = $600\text{packs}(\text{per week}) * 4$

= 2.400packs

Production capacity per year = $2.400 * 12$

= 28.800

Overhead cost

Table 5. Overhead Cost

Description	(Unit/Month)	Cost/unit (Rp)	Cost/Month (Rp)
Trash	-	30.000	120.000
Employee's salary	2 people	9.000.000	1.800.000
Electricity & water	-	450.000	450.000
TOTAL			2.370.000

Fixed cost

Table 6. Fixed Cost

Materials	Total	Depreciation	Depreciation/Year	Depreciation/Month
Mixer	IDR 480.000	5 year	IDR 96.000	IDR 8.000
Spoon	IDR 10.000	5 year	IDR 2.000	IDR 166
Bowl	IDR 107.000	5 year	IDR 21.400	IDR 4.280
Knife	IDR 78.300	5 year	IDR 15.660	IDR 1.305
Scales	IDR 79.000	5 year	IDR 15.800	IDR 1.316
Cutting board	IDR 190.000	5 year	IDR 38.000	IDR 3.166
Scissor	IDR 6.000	5 year	IDR 1.200	IDR 100
Refrigerator	IDR	5 year	IDR 565.940	IDR 47.161

	2.829.700			
Total	IDR 3.780.000		IDR 756.000	IDR 65.494

Break even point

Notes:

Interest rate = 50%

Depreciation = 20% * Rp. 3.780.000 = Rp. 756.000

HPP/ Cost of production per month

= Variable cost + overhead cost + ((20% * Fixed cost) : 12)

= Rp. 113.165.000 + 2.370.000 + ((20% * 3.780.000) : 12)

= RP. 115.598.000

HPP/ Cost of production per Packs = RP. 115.598.000 : 2.400 packs

=Rp. 48.165 = Rp. 49.000

Selling price / pcs = Rp. 49.000 + (20% * Rp. 49.000)

= Rp. 58.800

Profit / pcs = Selling Price – HPP (Cost of Production)

= Rp.58.800 – Rp. 49.000

= Rp. 9.800

Profit total / day = Rp. 9.800 x 100 packs

= Rp. 980.000

BEP (Unit) = Rp 3.780.000 : Rp. 9.800

= 385 packs

BEP (Rp) = Rp 3.780.000 : (1- (Rp. 49.000/Rp.

58.800))

= Rp. 22.638.000

The amount that is needed to reach breakeven point is Rp. 22.638.000 In order to reach the breakeven point, the product that needs to be sold is 385 packs.

5.7 TECHNICAL ASPECT

Environmental management concepts and plans

The establishment of an industry certainly cannot be separated from the taking of natural resources around it, both directly and indirectly. Environmental aspects are very closely related to the company because in maintaining production waste which sometimes contains poisons after being produced. Sometimes dumping in a river, is a foolish act in the disposal of waste that clearly endangers living things in the river, and disturbs the natural balance of the environment.

Likewise, founder of Roasted Sweet Potato Brownies Business, which cannot be separated from waste. From the process of making Roasted Sweet Potato Brownies, it produces organic waste / can be called kitchen waste in the form of potato peels, and inorganic waste in the form of packages from date palm and rosella powder.

A. Objectives of Environmental Management

According to the implementation guidelines PP. 29 of 1996 concerning Environmental Impact Analysis set by the Government stated that the purpose of environmental management is to maintain the condition of the ecosystem around the industrial area and meet government regulations on the environment and for environmental sustainability. industrial activity for a certain period of time.

Procedure:

1. Organic Trash (Kitchen Trash) Packed
2. Organic waste is ready to be given to organic compost.

5.8 LEGAL ASPECT

Before this business begins, a legal business permit from the state is needed. That are a PIRT License, BPOM License, SNI License and Halal certificate. Why we need this license? This because make our product easy to market and also ensure that this product is safe and healthy for human consumption. PIRT is a food production permit produced by home industry scale which is determined by BPOM. BPOM is a food production permit produced by home industry scale which is determined by BPOM. SNI license to provide product quality assurance to the public. Halal certificate is a written fatwa from the Indonesian Ulama Council (MUI) which states the halal status of a product in accordance with Islamic sharia. This Halal Certificate is a prerequisite for obtaining permission to put HALAL LABEL on the product packaging from the authorized government agency.