

CHAPTER V

BUSINESS PLAN

1. GENERAL DESCRIPTION COMPANY

CompanyForm:

CV. New Organic is a company engaged in culinary products, especially practical and healthy food. One of the products we try for production is "Sausage Jack". Sausage Jack is a sausage made from ground chicken and young jackfruit. Our product is the first young jackfruit sausage in Indonesia.

We want to package young jackfruit which is usually only used as a vegetable dish to be more modern and practical. Our "Sausage Jack" product is inspired by the use of young jackfruit as a substitute for meat for vegetarians and vegans who have begun to bloom. Another goal that we want to achieve is to raise the selling value of young jackfruit and create new market commodities in Indonesia.

VISSION:

"Being an innovative company in the field of practical food culinary in Indonesia, by creating new and healthy food creations."

MISSION:

- Increase the variety of Indonesian food.
- Contribute to the social environment, by creating jobs.

2. BUSINESS SCOPE

CV. New Organic is a company engaged in the culinary field, especially fast food ingredients, namely sausages. Activities undertaken by the CV. New Organic include divided into 3, namely:

1. Purchase the basic ingredients of the products:

The basic ingredients we use to make sausage jacks are beef and young jackfruit. To get the main ingredients, supporting materials such as tapioca flour and spices needed we get them from traditional markets

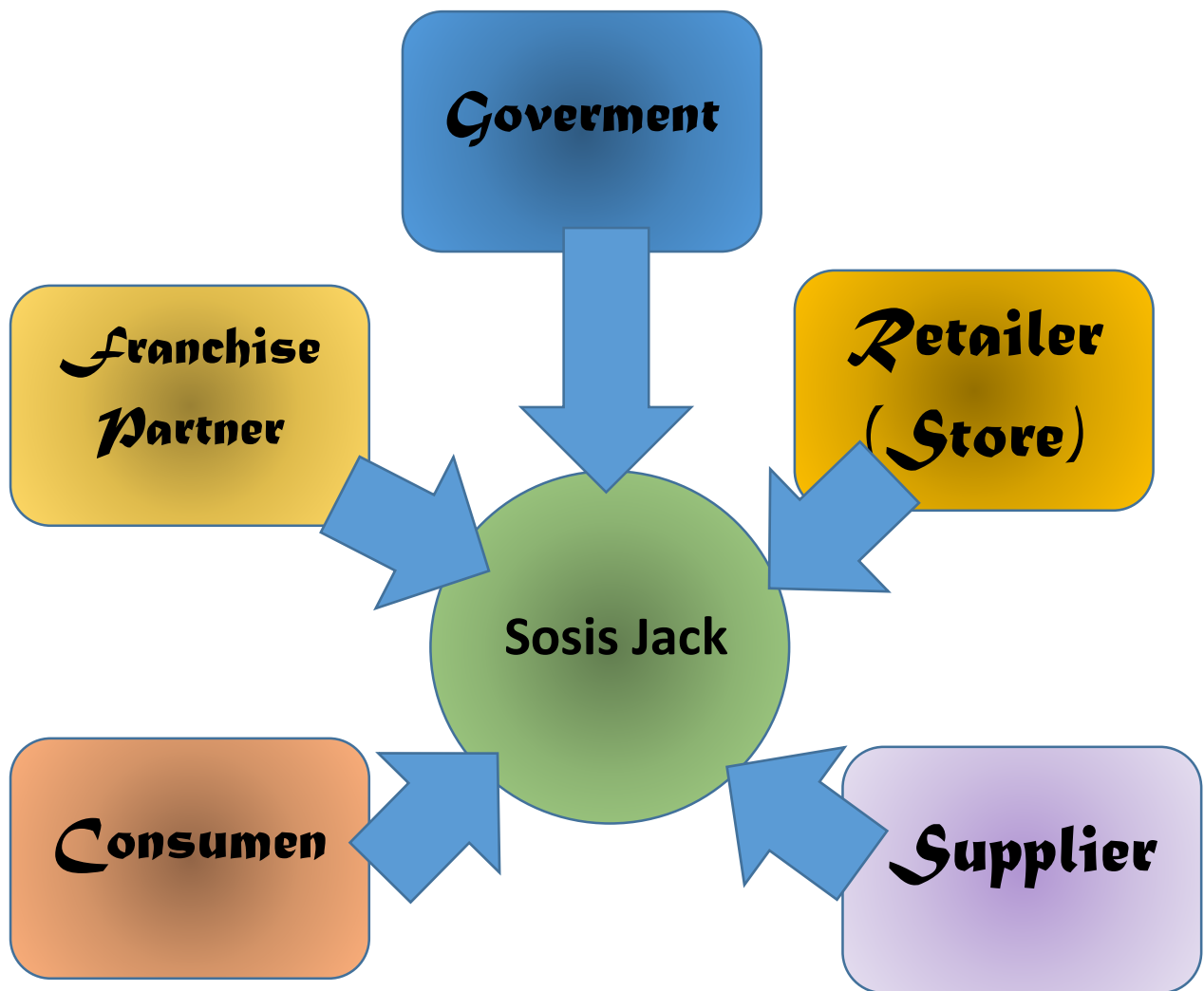
2. The process of producing "Sausage Jack" products:

Although our business is still on a small scale, but we always try to provide the best including for material selection, we buy materials with the best quality money. The production process includes stripping and steaming young jackfruit, sorting and locking, cutting meat and steamed young jackfruit into sizes smaller, weighing the raw materials and seasonings used according to the recipe, refining the raw ingredients and seasonings into sausage dough, inserting the dough into sausage casings and binding, boiling sausages.

3. Marketing and selling of "Sausage Jack" products:

The initial step that we took to market sausage jack products is to work with the owners of stalls that provide frozen food, we will also try marketing online. Once deemed sales of our products are developed.

3. STAKEHOLDER



Picture 14. Stakehoder

1. Retailer (store)

Retailers are our first link with the world of consumers. With the collaboration with several retailers, primarily stores that sell food ingredients around residential areas can support the promotion of our new product (Sausage Jack) to consumers.

2. Supplier

Suppliers have a very important role in the production process of our products. With a good cooperative relationship with suppliers, we are expected to be able to get quality raw materials (beef, young jackfruit) with stable prices.

3. Consumer

We will try to maintain our quality, so as not to disappoint consumers, both new customers, and old customers in the future. We will also continue to innovate to develop our products (Sausage Jack) so that consumers do not feel bored with our products.

4. Franchise Partners

The role of the franchise will be seen if our company develops into the mature stage, where cooperation with the public will be opened with the franchise method and this relationship will provide passive income.

5. Government

The government is very strongly associated with the growth of a company. Every product made must pass the provisions by government procedures. For this reason, we are trying to get permission from the POM and MUI to get halal certificates.

Product Concept.

1. Product Characteristics

Sausage Jack is a product made from young jackfruit and ground beef. Our products are engaged in culinary, especially in frozen foods and practical foods, namely sausages. Sausage Jack is an innovation in Indonesia made from young jackfruit which has high fiber content, low in calories, and contains many vitamins that are good for the body. How to make sausage jack begins with steaming young jackfruit then mixed with minced beef and other spices, then put into sausage casings, and boiled so that it has more shelf life if stored in a freezer and makes it easier for consumers to process sausages.

2. Product Packaging.

We package our products with vacuum plastic every 6 sausages, then label the product. This process aims to maintain the quality of this sausage so that it has more resistance and to avoid contamination from the outside of our products.



Picture 15. Packaging Design

Production Process

1. Ingridients :

- 1.1. Steamed jackfruit (150 g)
- 1.2. Ground chicken (350 g)
- 1.3. Cooking oil (100 ml)
- 1.4. Tapioka flour (100 g)
- 1.5. Wheat flour
- 1.6. Water
- 1.7. Garlic and seasoning
- 1.8. egg

2. Cooking process :



Picture 16. Steaming Jackfruit



Picture 17. Prepare the seasonings



Picture 18. Ground the chicken and steamed jack fruit



Picture 19. Blend with the rest of ingredients



Picture 20. Put the mixture in piping bag then into the sausage case



Picture 21. Tie each 11 cm



Picture 22. Boil sausage for 30 minutes in low heat



Picture 23. Put in the ice bath



Picture 24. cut and put in the freezer

4. SWOT ANALYSIS

1. Strengths :

- ✓ The flavors were delicious and nutritious. We are trying to make sosis jack into sausages are more healthful and different than the brand of sausage that regular consumption society.
- ✓ Sausage jack is a sausage that material primarily made from fruit young jackfruit, who still has not been much produced.
- ✓ Have a content of fibre which is higher than the sausages that were only made of meat.
- ✓ The process of preservation without the use of substances harmful.
- ✓ Using natural-based flavoring, herbs and spices, so it is safe to be consumed by children.

2. Weakness:

- ✓ Due to product sausage jack we are still relatively new and not yet widespread in the market, consumers will tend to compare with another sausage product.
- ✓ Production equipment that is still conventional.

3. Opportunities:

- ✓ People who start with the culture of living healthy.
- ✓ Society and children teenagers love to eat practical food.
- ✓ Can be varied into other foods.

4. Threats:

- ✓ Many sausage brands which are more advanced for example chicken sausages and meat sausages.

Strengths and Weaknesses

1. Advantages:

The advantages of Sausage Jack products are:

- New in Indonesia.
- No preservatives.
- Has a high fibre content, so it is good for people who are on a diet.

2. Weaknesses:

- Not yet available in various flavors.
- Is a new variant that may be difficult to accept in society

5. MARKETING ASPECT

A. Consumer Characteristic

Table 3. Consumer Characteristic.

Consumer Characteristic	Consumer Necessary
Children	Personal Consumption
Public	Personal Consumption and certain event
Diet persons	Personal Consumption

Based on the results from several sources that we have sorted, young jackfruit (raw) contains a lot of fibre , which is 8.3g each 100g. Analysis results from the official government website (www.pangaku.org) states that young jackfruit also contains many substances that can help the body, such as calcium (Ca) 45mg, kalium (K) 246,5mg, Phosphorus (P) 29mg .

B. Marketing Segmentation

Table 3. Marketing Segmentation

Markeing Segmentation	Very Important	Not Important
1.	Taste variation and price	Brand
2.	Taste variation, halal aspect, hygiene, and nutrition	Packaging and Price

3.	Taste quantity , halal aspect , and usefull	Brand
----	---	-------

C. Competitors

Table 4. Competitors

Number.	Competitor	Weight (Gram)	Selling Price
1.	Chicken Sausage Fiesta	300 gram	IDR 28,500
2.	Chicken Sausage Champ	375 gram	IDR 17,000
3.	Chicken Sausage So Nice	500 gram	IDR 31,000

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

1. Introducing and promoting our Sausage Jack products in the gym area, offering to people who doing diet.
2. Selling and introduce our Sausage Jacj products at educational exhibitions.
3. Selling our Sosis Jack products on holidays such as, Saturdays, Sundays, car free days which are usually full of customers.
4. Selling our Sosis Jack products at snack shops around the school and introducing to school canteen.
5. Selling our Sosis Jack products in shop – stalls near the citizens area.

6. FINANCIAL ASPECT

1. Variable Cost

Table 5. Variable Cost

No	Description	AMOUNT	QUANTITY USED	PRICE	QUANTITY
	Young jackfruit	1kg	150g	IDR 20,000	IDR3,000
	Chicken breast	1kg	350g	IDR 33,000	IDR 11,500
	Cooking oil	1000ml	50ml	IDR 15,000	IDR 750
	Water	1500ml	200ml	IDR 5,000	IDR 700
	Eggs	10pcs	3pcs	IDR 14,000	IDR 5,200
	Tapioka flour	1kg	100 g	IDR25,000	IDR 2,500
	Wheat flour	1kg	75g	IDR 12,000	IDR 900
	Salt	250g	10 g	IDR2,500	IDR 100
	Pepper	50g	5g	IDR 10,000	IDR 1,000
	Garlic	10pcs	1pcs	IDR30,000	IDR 3,000
	Corriander	50g	5g	IDR10,000	IDR 1000
	Mushroom powder	80g	10 g	IDR 10,000	IDR 800
	Cayenne powder	50g	10 g	IDR 15,000	IDR 3,000
	Cumin	50 g	5g	IDR 10,000	IDR 1000
	Ginger	1pcs	5g	IDR 3000	IDR 1,000
	Total			IDR 214,500	IDR 35,000
	Total each pack				IDR 7,000
	1. Vacuum Plastic	10 Pcs	5 pcs	IDR5,000	IDR 2,500 (IDR 500 each pack) 9
	2. Sticker	Pcs	5 pcs	IDR 2,500	IDR 500 (1pcs)
	3. Sausages' case	1Pcs(2700 cm)	1 pcs(400 cm)	IDR 25,000	IDR 3,700 (IDR 740 each pack)
		Pcs	Pcs	IDR ,000	IDR ,000

		Pcs	Pcs	IDR ,000	IDR ,000
TOTAL PACKAGING COST					IDR 6,700
Packaging cost/ pack					IDR 2,000
Total / Day(20 packs per day)					IDR 168,000
Total / Month (26 days)					IDR 4,368,000

TOTAL COST / RECIPE		IDR 42,000
TOTAL COST/ PACKAGING		IDR 9,000
SELLING PRICE/ PACKAGING		IDR 20,000
PROFIT / PACKAGING		IDR 11,000

Table 6 .Variable Cost II

Numb.	Description	Quantity	Total
1.Electricity	1 unit	1 Month	IDR 50,000
2.Gas (LPG)	1 pcs (12kg)	1Month	IDR 126,000
3.Water	1 unit	1Month	IDR 50,000
4.Employee(marketing and production)	2	1 Month	IDR 2,000,000
Total			IDR 2,226,000

For the production process :

Start from buying the young jackfruit about IDR 20,000 per pcs depends on its size but we are only using 150 g so its cost about IDR 3000 , and then Chicken breast 350 g about IDR 11,500. We also need tapioka flour for the sausage IDR2,500 ,Cooking oil (50ml) about IDR 750 for the seasoning we are using 1pcs garlic for 1 recipe IDR 3000,then salt,pepper,and corriander about IDR11,000.

Total per recipe : IDR 43,000

Total per pack : IDR 9,000

Profit /Production Calculation :

/Day = IDR 220.000 (20 packs)

/Week = IDR 220,000 x 6= IDR 1,320,000 (120 packs)

/Month = IDR 220,000 x 26 = IDR 5,720,000 (520 packs)

Note :

- Month = 26 day working days
- day = producing @20 packs
- 1 packs = 6 pcs product

2. Fixed Cost (Table :02)

Table 7. Fixed Cost with Depreciation Cost

Material	Total	Depreciation	Depreciation /Year	Depreciation /Month
Blender	IDR 250,000	4 Years	IDR 100,000	IDR. 8,500
Gas stove	IDR 125,000	3 Years	IDR 40,000	IDR 3,500
Refrigerator	IDR 1,700,000	5 Years	IDR 300,000	IDR 25,000
Knife	IDR 150,000	5 Years	IDR 50,000	IDR 4,000
Mixing bowl	IDR 50,000	3 Years	IDR 50,000	IDR 4,000
Spatula	IDR 15,000	3 Years	IDR 9,000	IDR 750
Piping bag	IDR 25,000	4 Years	IDR 0	IDR 0
Cuting Board	IDR 20,000	5 Years	IDR 20.000	IDR 1,600
Scale	IDR 40,000	5 Years	IDR 15,000	IDR 1,250
Spoon	IDR 25,000	3 Years	IDR 8,000	IDR 600
Steamer	IDR 150,000	5 Years	IDR 20,000	IDR 1,600
Vacuum sealer	IDR 500,000	5 Years	IDR 50,000	IDR 4,000
Total	IDR 3,055,000		IDR 662,000	IDR 55,000

Assuming there will be production 6 times a week in a month (in total 26 production)

Total Production Cost (6 month)

$$\begin{aligned} \text{Fixed cost + variable cost} &= \text{IDR } 3,055,000 + (\text{IDR } 2,226,000 \times 6) + (\text{IDR } 4,368,000 \times 6) \\ &= \text{IDR } 42,619,000 + \text{IDR } 330,000 \text{ (Depreciation 6 month)} \\ &= \text{IDR } 42,950,000 \end{aligned}$$

$$\begin{aligned} \text{Selling / 6 month} &= 3,120 \text{ packs} \times \text{IDR } 20,000 \\ &= \text{IDR } 62,400,000 \end{aligned}$$

$$\begin{aligned} \text{Profit /6 month} &= 3,120 \text{ packs} \times \text{IDR } 11,000 \\ &= \text{IDR } 34,320,000 \end{aligned}$$

3. Investment feasibility

From the analysis data above, the investment feasibility can be calculated. These calculations include Break Event Points (BEP), Return of Investment (ROI), and Benefit Cost Ratio (B / C), Return cost Ratio (R / C)

1. BEI (Break even point) is a break-even point for business.

Describe business conditions, both profit and loss.

the goal is to plan the level of profitability and control the company's operations

BEP Price	BEP Production:
Total Cost Prod (6 month) = IDR 42,950,000	Total Cost Prod (6 month) = IDR 42,950,000
$\frac{\text{Total Production}}{3,120 \text{ packs}}$	$\frac{\text{Selling}}{= \text{IDR } 20,000/\text{pack}}$
= 13,800 / packs	= 2,150/g

From these calculations explain that the break-even point of Sausage Jack business in a company is achieved at a total production of 561.6 kg in a 6 month , with product sales at a price of IDR 20,000 / packs.

2. Return of Investment (ROI)

Can be explained as a calculation that allows a business to determine the amount of effort received from investing an amount of capital in the form of money or resources. Its usefulness is closely related to the efficiency of capital use, product efficiency and sales efficiency. The size of the ROI is determined by the following:

- The ability of entrepreneurs to generate profits;
- The use of capital from outside to enlarge the company,

ROI amount can be obtained with the following formula:

$$\begin{aligned} \text{ROI} &= \frac{\text{Total selling (6 month)}}{\text{Total Cost}} \times 100\% \\ &= \frac{\text{IDR } 62,400,000}{\text{IDR } 42,950,000} \times 100 = 1.45 \end{aligned}$$

ROI as big 1.45 shows that every IDR 100 of capital invested by the entrepreneur will generate a profit of IDR 145.

3. Benefit Cost Ratio (B / C)

Benefit Cost Ratio is a comparison between the level of benefits obtained by the total costs incurred. An effort is said to be feasible and provides benefits if the B / C value > 0. The greater the value of the B / C, the greater the value of the B / C, the greater the benefits to be gained from the business.

$$\begin{aligned} B / C &= \frac{\text{Profit rate} = (\text{Total selling} - \text{Total Cost})}{\text{Total Cost}} \\ &= \frac{\text{IDR } 62,400,000 - \text{IDR } 42,950,000}{\text{IDR } 42,950,000} \\ &= 0,453 \end{aligned}$$

4. Return cost Ratio

R / C is a comparison between sales revenue with the costs incurred during the production process to produce products. This business will be profitable if the value of R / C > 1. The greater the value of R / C, the greater the level of profits to be gained from the business.

The R / C formula is as follows

$$\begin{aligned} R / C &= \frac{\text{Total Selling (6 month)}}{\text{Total cost (6 month)}} \\ &= \frac{\text{IDR } 62,400,000}{\text{IDR } 42,950,000} \\ &= 1.45 \end{aligned}$$

R / C value of 1.45 shows that each expenditure of Rp1,000 will get an additional Rp.1.450, so Sausage Jack is very feasible to be developed.

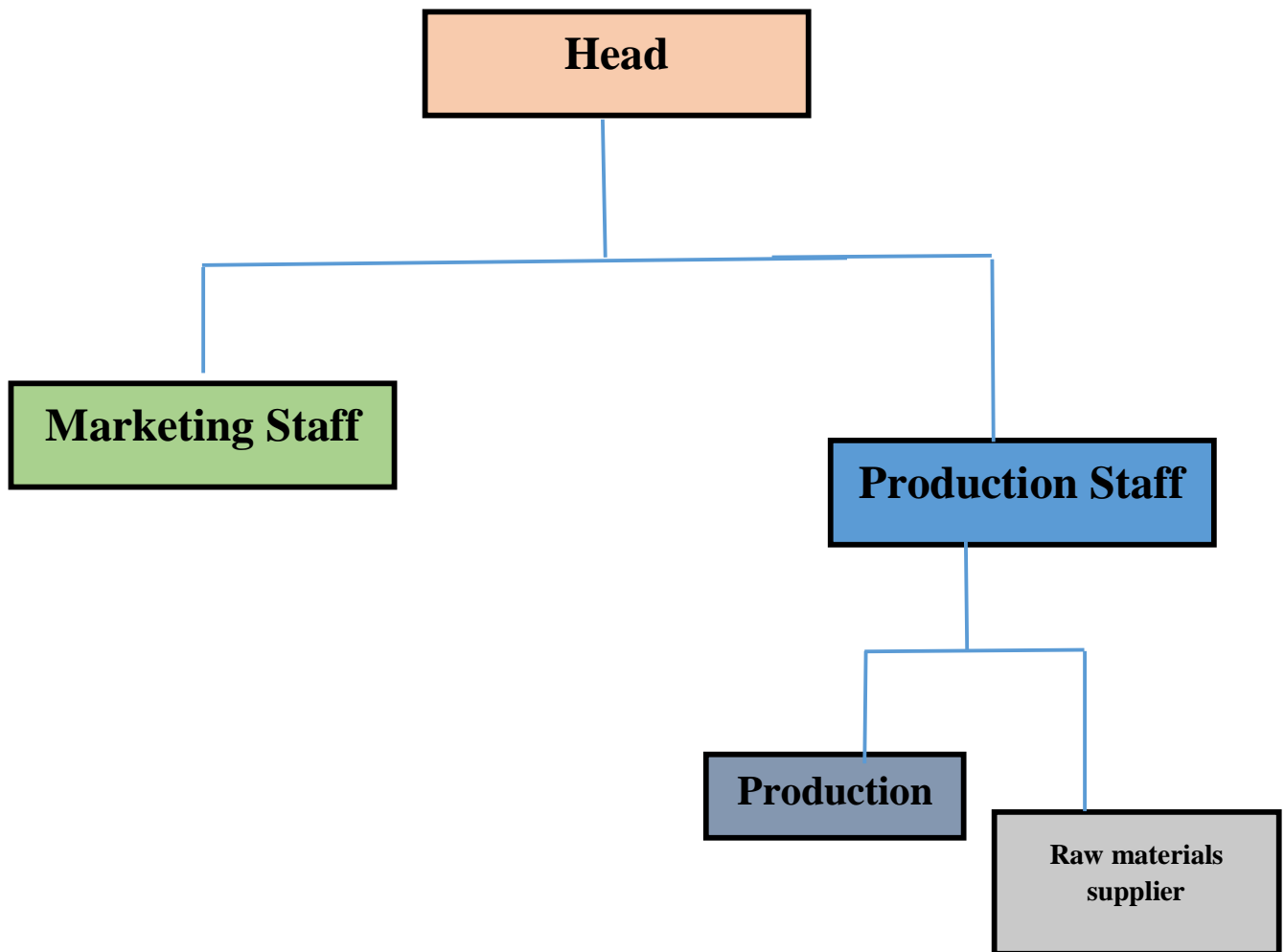
1. Product Benefits Analysis

Table 8 Product Benefits Analysis

Num b.	Factor	Order of Importance			Rate on Market			
		Very Importa nt	Importa nt	Not Importa nt	Superi or	Goo d	Avera ge	Ba d
1.	Prize	✓				✓		
2.	Shape	✓			✓			
3.	Nutritions	✓			✓			
4.	Hygiene	✓				✓		
5.	Packaging		✓			✓		
6.	Characteris tic		✓			✓		

Management.

1. Organizational structure



The organizational structure shows the arrangement of patterns of relationships between functions, sections, or positions and organizations that include elements such as work specialization, standardization, coordination, centralization or decentralization in decision making, and the size of work units. The making of this corporate organizational structure gives a clear picture of the clarity of responsibility, clarity, position, and clarity of duties.

The Sausage Jack business uses a line-shaped organizational structure led by a director/head who oversees a manager whose job is to handle marketing, production, finance, and personnel. Functionally each manager is in charge of several marketing, administrative, R&D, and production/processing staff.

Organizational Structure:

2. Description of Duties and Responsibilities

Every worker must be responsible and their duties must be done as well as possible.

The job descriptions and responsibilities of workers are as follows:

2.1 Director / Head

The director represents a position in the organizational structure that has the authority to take strategic, approved, and responsible policies for all activities carried out by the industry.

2.3 Marketing

- Responsible for product marketing.
- Designing perceptions that products are accepted.
- So that sales advisers can sell products that are on target.

2.4 Production section

- Responsible for the quality and quantity of production according to the target and SOP.

2.5 Provider of raw materials:

- Maintain the quality and priority of raw materials.

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 the waste of production that sometimes contains toxic waste after being produced. Sometimes dumping in a river, is a foolish act in the disposal of waste that is clearly endangering living things in the river, and disrupts the natural balance of the environment.

Likewise, the founder of Sausage Jack Business, which cannot be separated from waste ., From the manufacturing process of Sausage Jack,it produces organic waste / can be called kitchen waste in the form of young jackfruit skin, garlic and seasoning waste.

A. Objectives of Environmental Management

According to the implementation guidelines PP No. 29 of 1996 concerning Environmental Impact Analysis set by the Government states 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 the sustainability of industrial activities for a certain period of time.

Procedure :

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

8. LEGAL ASPECT

A. Jurudial Legal Aspect

1. Business Materials

industrial business entity form is in the form of small and medium businesses (UKM) with considerations, utilizing relatively affordable investment capital, capital owners can reach 3 to 5 people. There are several benefits obtained from medium scale businesses (UKM), one of which is the amount of capital needed can be reached so that many parties can start this business.

2. Licensing and tax

1. Small and medium businesses are established by three or more people with a notarial deed in Indonesian.

2.1.1. Full name, place and date of birth, occupation, place of residence and nationality of the founder of the business.

2.1.2. Composition, full name, place and date of birth, occupation and place of date of birth, nationality of a member.

1. Matters that need to be considered to apply for a place of business permit.

1. Photocopy of ID card and bring the original ID card of the company owner.

2. Duplicate deed of 3.

3. Status of proposed land / place of business:

- Proof of land ownership, if the proposed land belongs to itself and shows the original certificate.

- A certificate from the village office from the urban village, if the applicant cannot show proof of land ownership.
 - Agreement / agreement of the owner of the land, and show proof of ownership of the original land if the place of business submitted by the owner is own (lease / contract, etc.) and must be known by the head of the local village unless the agreement / agreement is made by a notary.
4. An objection letter from the neighbor approved by the hamlet, neighborhood, urban village, local sub - district
 5. Building Permit (IMB) or letter of evidence of funds for filing an IMB if the IMB is still in process.
 6. Lay Out Business place

3. Taxing

3.1. Definition of Taxing

The tax is the people's contribution to the state treasury based on the law so that it can be imposed without receiving direct remuneration. Taxes are levied according to legal norms to cover the cost of producing collective goods and services to achieve general welfare.

*Determination of income tax that is imposed based on article 17 of the 2000 Income Tax Law, for taxable income that is equal to :

- Up to IDR 25,000,000 - 5% tax rate
- Above IDR 25,000,000 up to IDR 50,000,000 10% tax rate
- Above IDR 50,000,000 - up to IDR 100,000,000 - 15% tax rate
- Above IDR 100,000,000 - up to IDR 200,000,000 - 25% tax rate
- Above IDR 200,000,000, 35% tax rate

B. The legal aspect of food safety

Certification Procedure :

1. Registering an effort to the local City / District Health Office to obtain a list of Culinary art services (for catering, restaurants and hotels) if the finished product (Company) is PIRT (household industrial products).
2. The Health Department will provide instructions on things to do, for example how to process food in accordance with hygiene and sanitation standards.
3. Provision of a healthy sign for a while (after fulfilling the requirements will be given a permanent list) from the Ministry of Health. This letter must be displayed in a place visible to consumers, so that they feel more confident about the food production that we produce.
4. If you want to register a trademark that is patented (whether product or trade mark (Sausage Jack), it must be registered with the Directorate General of Intellectual Property Rights.
5. Registering with the nearest tax office if the Food Service industry is taxed.
6. Company registration certificate, trade business license, Undang - Undang gangguan (HO) at a time will also be needed if our business becomes a supplier for both private and government companies, which is registered by the trade department. New businesses are usually included in small and medium businesses.

C. Certification from the POM body

BPOM (Drug and Food Control Agency) is an institution facilitating health problems in medicine and food, and this body conducts a review of food products and medicines on the market. This is to prevent product fraud in the community where there are hazardous substances contained in the product.

Certification Procedure in BPOM :

1. Take and fill out the form

Forms are available at the BPOM office in each of the provincial capital cities to get the forms free of charge and can be further consulted. This form consists of 3 types:

- Form A : This form is a registration form that contains the principal data for submitting a certification. Such as: the name of the company, the product registered, to the contact address that can be contacted.
- Form B : This form is about product specific data such as trade papers to the composition and quality of ingredients. Attachments requested in this form are like Health letter which is useful / for consideration.
- Form C : This form specifically explains the feasibility of producing the product being registered. This form contains questions about how to process, factory buildings, and also the expertise of employees in maintaining hygiene

2. Attach a Power of Attorney from the owner / head of the company to the person in charge. Usually the product owner or company director does not conduct their own arrangements at BPOM. If this happens, a power of attorney is needed to explain that the person dealing with BPOM is indeed a person representing the producer who will carry out the certification. Attach SIUP (Trading Business License) and several attachments that must be included can be seen in forms A, B, C. after all the form files are filled in, all that remains is to add the required attachment conditions, especially SIUP. Other documents that usually follow as well. This will help BPOM officials make recommendations on what other requirements are completed.