

# BUSINESS PROFILE

*PRODUCED BY CV. EXOTEAC*

CREATING NEW PRODUCTS IN A  
FORM OF BEVERAGE TOWARDS  
THE GLOBAL MARKET

CV. ExoTeac



*SIP LIKE A KING*



PINEAPPLE  
LEAF  
TEA

**NET WT 200g**

P-IRT no. 265877010650

Phone: 0857 5474 9809  
Kenjeran 65, Surabaya, East Java  
Facebook @ExoTeac  
Instagram @exoteac.id

By: Nadia Iman

*About the*  
***BUSINESS***

**Strategic Objective**

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Granting benefits both personally and publicly, especially to the community. As well as raising the sale and purchase value of pineapple leaves that were considered food waste.

**Specific Objectives**

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- ❑ Improve the quality of practical beverage or drinks that are unique, healthy and packed up in a minimalist design.
- ❑ Bring new innovation in the food and drink industry by processing food waste as practical consumption.
- ❑ Widening variations in business competitions.
- ❑ Opening work opportunities for the community.

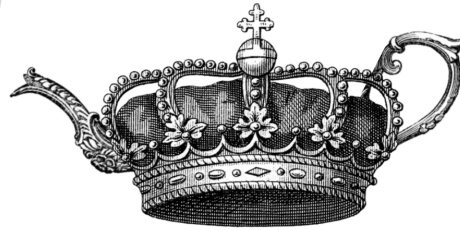
## **BUSINESS** *Identity*

Name : CV. ExoTeac  
Address : Kenjeran 65, Surabaya  
Owner : Nadia Iman  
Phone : 0857 5474 9809  
Email : exoteac.id@gmail.com

## **BUSINESS** *History*

Established in 2020 by Nadia Iman with the first innovation called "Crown Tea", a pineapple-leaf based tea.

This business creation is inspired heavily by the desire to utilize food waste in Indonesia and raise the selling value of product that once considered a waste.



### VISION

*Being an innovative company with never-ending creativity and ideas on every product being made to bring new types of tea that benefit both consumers and environment by utilizing food waste.*

### MISSION

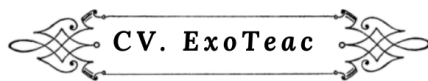
- Adding public insights of health benefits from products
- Increase the innovation to minimize food waste
- Extending work field to give job opportunities
- Always developing product to adapt trends in community

## **BUSINESS** *Vision & Mission*

1. SIUP No. 504/405/11/PK/2020
2. Company Registration Sign No. 1251513334
3. Industry Registration Sign No. 504/IC/2020
4. BPOM
5. HO Permit No. 504/270/2020
6. Halal Certificate

## **BUSINESS** *Legality*

# CURRENT PRODUCT



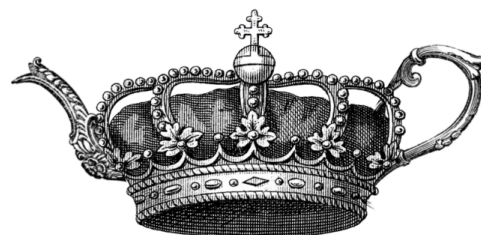
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## CROWN TEA

IS A TEA WHICH  
UTILIZES PINEAPPLE  
WASTE THAT GRANTS  
GREAT BENEFITS TO  
THE BODY.

### SERVING METHOD:

1. Pour 5 gr of dried pineapple leaves into a glass
2. Add 200 ml of hot water into the glass
3. Stir and wait 5-10 minutes then filter the leaves

**Composition:** Dried pineapple leaves

## Nutrition Facts

40 servings per container

**Serving size** 200 g (5g)

Amount Per Serving

**Calories** 0

% Daily Value\*

**Total Fat** 22g 28%

Saturated Fat 0g 0%

Trans Fat 0g

**Cholesterol** 0mg 0%

**Sodium** 0mg 0%

**Total Carbohydrate** 0g 0%

Dietary Fiber 71g 254%

Total Sugars 0g

Includes 0g Added Sugars 0%

**Protein** 21g 42%

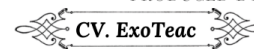
Not a significant source of vitamin D, calcium, iron, and potassium

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Mfg. Date: 10/07/2020

Exp. Date: 10/08/2021

PRODUCED BY:



KENJERAN 65, SURABAYA,  
JAWA TIMUR  
0857 4574 9809



(00) 0 0123456 00000001 8

# CURRENT PRODUCT

## Strengths

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- Fresh aroma of pineapple and a slight sour taste of pineapple makes the tea more tempting to be consumed. It has proven benefits for both health and environmental aspects.
- Crown Tea is the only tea product in Indonesia that utilize pineapple leaves to minimize food waste.
- Processing methods use natural preservation techniques and does not use any chemicals.
- The raw materials can be easily found being thrown away and relatively cheap since it does not hold any sale value, especially in traditional markets.

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## Weaknesses

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- The idea of consuming recycled food waste is relatively hard to grasp by people.
- Drying the leaves need extra repeated steps since the leaves is really thick and contains saps which takes longer time to dry.

# **PRODUCT CONCEPT**

## **PRODUCT CHARACTERISTIC**

Crown Tea is made from pineapple waste, which is the leaves on the top of the fruit. This product engaged in the beverage industry, namely teas. Crown Tea is the first tea that is based on pineapple leaves that grants ample benefits for health. The leaves itself contains calcium oxalate, bromelain enzyme, pectic substantial, fiber, cellulose and pentose.

The initial step of making Crown Tea is by sorting the best leaves for drying method then crush/roll the dried leaves to small pieces and packed up into a minimalist white paper bag as packaging.

## **PRODUCT PACKAGING**

ExoTeac uses a small paper bag as Crown Tea packaging because it is environmentally friendly. People in today's society took interest in minimalist, simple yet modern packaging of products.

The method of packing the product is also simple. Simply put the crushed dried leaves to the paper bag then fold the upper part of the bag and sealed it with glue gun. As the product process already use preserving method by drying the leaves, the shelf life can be up to 1-2 years as long as it is not directly exposed to air.

One packaging weighs 200gr of pineapple leaves. To market the products in supermarkets, ExoTeac provides 1 box that can hold 12-15 packs of Crown Tea with the purpose to have easy distribution process.

**”Mistake  
and failures  
are a step  
forward to  
success.”**

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Nadia Iman  
*OWNER*

is an aspiring cook  
that found passion  
in culinary arts. As  
of right now, she is  
undergoing  
Advanced Diploma  
Program in Ottimmo  
International.

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**THANK  
YOU**

*From CV. ExoTeac  
to the world*