

Chapter V

BUSINESS PLAN

5.1 Company Overview

My Company form is home-based business, because we just starting to sell the Kiwi Peel Powder, maybe after the Kiwi Peel Powder market selling higher we plan to make it to industry-based business. Also we are planning to market it online and also sell it in store / supermarkets because our products are dry products that can last long so that can be sold anywhere.

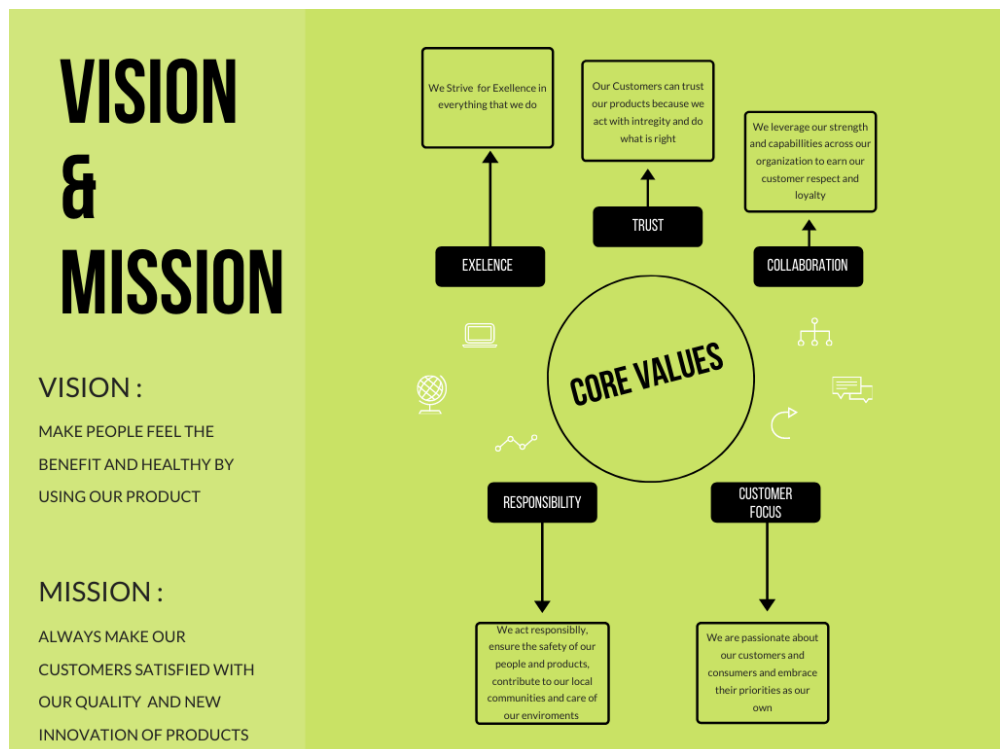


Figure 13. Core Values

Source : Personal Documentation (2020)

5.2 Business Scope

1.2.1 Purchasing Ingredients

For purchasing our products ingredients we have so many way. Kiwi Peel we can buy from frozen fruit distributor so, they get the flesh and we get the Peel or Cooperation with seller of Fruit Salad, Salad Bar and Fresh Juice, usually they use Kiwi for the topping and they will throw the Peel so we can buy the Peel and it helps them to make profit from the sell of Kiwi Peel to us. But, before that we make sure that the Kiwi Peel are in the best condition and Fresh Kiwi so, we can produce the best quality of our product.

1.2.2 Production Process

There are 8 steps to producing our product. First, S&G is Sorting and Grading process, we make sure our ingredients is the best quality and remove the low qualities produce.

Second, WC that is Washing and Cleaning process to remove any dirt, germs, and pepticides and to clean from the fuzz we use tissue or we also can use the fuzz-free Kiwi Peel so, we don't need to clean the fuzz.

Third, SP that is Storing Product, if we don't use the Kiwi Peel immediately we also can store it into refrigerator/room temperature dry place up to 4 weeks.

Fourth, DP that is Drying Process, we have 3 option for Drying (Oven, Dehydrator, or Sun Light) for 3-5 days.

Fifth, GS that is Grinding and Smoothing, we make sure our product is well grinded using blender and very smooth so, the texture is surely the perfect smooth Powder

Sixth, NP or Neutralize Packaging in here we use a good quality of glass bottle, to save the planet we choose the glass bottle that can be reuse for another things.

Seventh, FB or Filling Bottle. So in this process we filling our Kiwi Peel Powder into the bootle and each bottle get 15 gr of Powder and surely in this process is clean and the bottles are tightly closed.

Eighth, Packing. We packing into the cardboard each 1 box contain 10 bottle after packing we sell it to our online market / store.

1.2.3 Marketing and Sales

Marketing and sales Kiwi Peel Powder we only sell our product online and offline store (Supermarket/Store), we will make a pre-order system in Social Media so, our consumer can buy it from anywhere and so, we can make sure our product are fresh and we also can manage our profit. Because it is our first time as a producer so, we started it with home-based production.

5.3 Stakeholder

1.3.1 Consumers

The one who pays to consume our product and services produced. As such, our consumers play a vital role in the our economic system of a business. Our consumer are people who want try the new product and healthy benefit by being efficiently.

1.3.2 Government

Our business try to help nation by opening the new job vacancy and try to decrease the percentage of jobless. Also our business help to decrease a food waste because the main ingredient of our product is a waste from Kiwi.

1.3.3 Investor

The point of investor in our business is help us for funding our business and production process. So, we also the investor also get the share from our profit

1.3.4 Supplier

Supplier is for provisions of our ingredients with comparable price and also best quality.

5.4 SWOT

1.4.1 Strength

- a) High quality products and ingredients
- b) Good hygiene
- c) New innovation product
- d) Healthy Benefit product
- e) Production in low cost
- f) Reduce waste product
- g) Last-long product
- h) Can be the option for people who do vegetarian/vegan diet

1.4.2 Weakness

- a) Small size package
- b) Limited slot production
- c) Glass bottle packaging so it can easily broken
- d) New product and new brand
- e) Product more pricey than other powder product

1.4.3 Opportunity

- a) Cooperation with other healthy food brand
- b) Make a new healthy powder with unexpected ingredients that has a health benefit
- c) New product of powder so the market share is still fairly wide.
- d) People have a high curiosity and like try something new, unique, and has health benefit
- e) Social media promotion

1.4.4 Threats

- a) Main ingredient are not available at all times
- b) People are not familiar yet with this product
- c) Emerging new competitors with same business
- d) Price fluctuation of supplies
- e) Not suitable for every one that who has a allergy with Kiwi/Kiwi Peel.

5.5 Marketing Aspect

1.5.1 Segmentation

The powder production line business is aimed to people who like to try new innovation 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 ordinary powder and this product can be new alternative of Powder but without dairy.

1.5.2 Targeting

- a) Upper middle class
- b) Kids
- c) Teenager
- d) Adult
- e) Oldster

1.5.3 Positioning

This business position will be in a house in the Central of Medan and it's just a production house, because we just started it, so we just sell it online or in Supermarket/Store.

1.5.4 Marketing Strategy

1.5.4.1 Product

- a) High quality products and ingredients
- b) New innovation product
- c) Healthy Benefit product
- d) Reduce waste product
- e) Last-long product

1.5.4.2 Place

This business just have 1 place, it is a house of production. So, if people want to buy it, It must from online market or Supermarket/Store that 1 bottle of Kiwi Peel Powder contain of 15 gr.

1.5.4.3 Price

This product will be cost only Rp19.500 / bottle (15gr) and also we have a promotion about the price.

1.5.4.4 Promotion

The promotion of this product will be promoting in the social media like Instagram and Facebook. Also we have online store in Tokopedia and Shopee there will be discount and also you can get a buy 3 get 1 if you buy the powder from online market.

5.6 Financial Aspect

5.6.1 Variable Cost

Table 2. Variable Cost

No	Description	Total Unit (Per Day)	Cost/Unit (Rp)	Cost/Day (Rp)	Cost/Package (Rp)
1	Kiwi Peel	1.5 kg	0/kg	0	0
2.	Packaging :				
	Glass Bottle	100 pcs	10.000/pcs	1.000.000	10.000
	Stickers	100 pcs	500/pcs	50.000	500
	Mini Plastic	100 pcs	250/pcs	25.000	250
Total				1.075.000	10.750

Notes : 1 month = 24 work days

1 day = Producing 100 bottle @15gr / day

Variable cost per month = 1.075.000*24
= 25.800.000

Variable cost per year = 25.800.000*12
= 309.600.000

Production capacity per month = 600 (bottle per week)*4
= 2.400 bottles @15gr

Production capacity per year = 2.400*12

= 28.800

5.6.2 Overhead Cost

Table 3. Overhead Cost

Description	Unit/Month	Cost/Unit (Rp)	Cost/Month (Rp)
Electricity & Water	-	700.000	700.000
Employee Salary	1 person	1.200.000	1.200.000
Total			1.900.000

5.6.3 Fixed Cost

Table 4. Fixed Cost

Description	Cost (Rp)
Dehydrator	1.300.000
Kitchen Set	200.000
Digital Scale	150.000
Microwave Oven	450.000
Blender	300.000
Fridge	1.400.000
Baking Sheet	50.000
Total	3.850.000

5.6.4 Break even Point

Notes :

Interest rate = 50 %

Depreciation = 20 % *3.850.000

= 770.000

HPP/Cost of production per month

= Variable Cost + Overhead Cost + ((20% *Fixed Cost) : 12)

= Rp25.800.000 + 1.900.000 + ((20% * 3.850.000) :12)

$$= \text{Rp}27.764.166$$

HPP/Cost of production per Bottles

$$= \text{Rp}27.764.166 : 2.400 \text{ Bottles}$$

$$= \text{Rp}11.568 = \text{Rp}12.000$$

$$\text{Selling Price/Bottle} = \text{Rp}12.000 + (50 \% * \text{Rp}12.000)$$

$$= \text{Rp}18.000$$

$$\text{Profit/Bottle} = \text{Selling Price} - \text{HPP (Cost of Production)}$$

$$= \text{Rp}18.000 - \text{Rp}12.000$$

$$= \text{Rp}6.000$$

$$\text{Profit total/Day} = \text{Rp}6.000 * 100$$

$$= \text{Rp}600.000$$

$$\text{BEP (Unit)} = \text{Rp}3.850.000 : \text{Rp}6.000$$

$$= 641 \text{ Bottles}$$

$$\text{BEP (Rp)} = \text{Rp}3.850.000 : (1 - (\text{Rp}12.000 / \text{Rp}18.000))$$

$$= \text{Rp}11.550.000$$

The amount that is needed to reach breakeven point is Rp11.550.000 In order to reach the breakeven point, the product that needs to be sold is 641 Bottles.

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 Kiwi Peel Powder, which cannot be separated from waste although our main ingredients is the part of waste. The process of making Kiwi Peel Powder, it produces organic waste / can be called kitchen waste in the form of Kiwi peels fuzz.

5.7.1 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.

5.7.2 Procedure:

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

5.8 Legal Aspect

Before the business begins, a legal business permit from the state is needed. That are a PIRT License, BPOM License, SNI License and Halal certificate. We need the License because it will make our product easier to be market and also ensure that this product is healthy and safe 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. Also SNI license is 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.