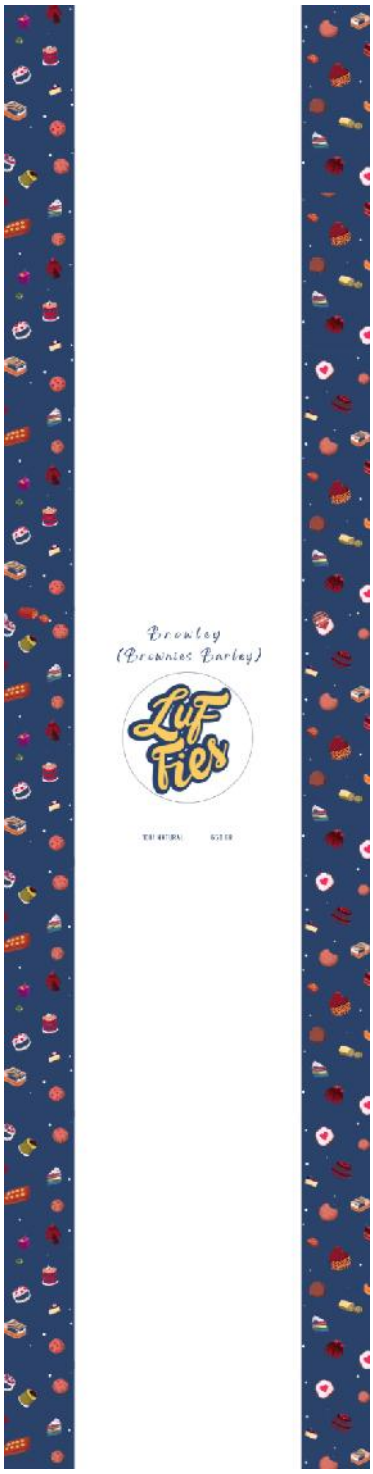
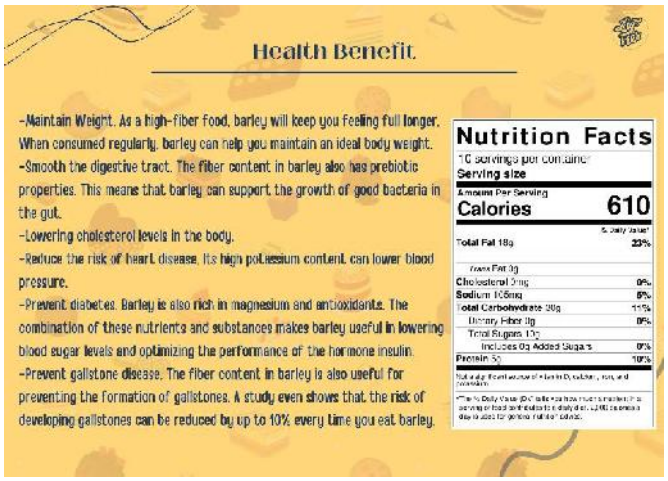
Appendix 1. PACKAGING DESAIN

LABEL



THANKYOU CARD

HEALTH BENEFIT CARD



SEALED STICKER

Picture 49. Label, Card, and Stickers

Appendix 2. SUPPLIER LIST

Barley Flour

The barley flour is from Toko bengkoang_organik, Shopee

Coconut Flakes

The coconut flakes is from Toko goldenseed, Shopee

Virgin Coconut Oil

The Virgin Coconut oil is from Toko agtafanystr, Shopee

Salt

The salt is from Tobaku BKS, located at Jalan Arief Rahman Hakim no 207, Klampis Ngasem, Kec Sukolilo, Kota SBY, Jawa Timur, 60117.

Sugar

The sugar is from Tobaku BKS, located at Jalan Arief Rahman Hakim no 207, Klampis Ngasem, Kec Sukolilo, Kota SBY, Jawa Timur, 60117.

Dark Chocolate Bar

The dark chocolate bar is from Tobaku BKS, located at Jalan Arief Rahman Hakim no 207, Klampis Ngasem, Kec Sukolilo, Kota SBY, Jawa Timur, 60117.

Vanilla Extract

The vanilla extract is from Tobaku BKS, located at Jalan Arief Rahman Hakim no 207, Klampis Ngasem, Kec Sukolilo, Kota SBY, Jawa Timur, 60117.

Raisins

The raisins are from Tobaku BKS, located at Jalan Arief Rahman Hakim no 207, Klampis Ngasem, Kec Sukolilo, Kota SBY, Jawa Timur, 60117.

Almonds

The almonds are from Tobaku BKS, located at Jalan Arief Rahman Hakim no 207, Klampis Ngasem, Kec Sukolilo, Kota SBY, Jawa Timur, 60117.

Coffee

The coffee is from Tobaku BKS, located at Jalan Arief Rahman Hakim no 207, Klampis Ngasem, Kec Sukolilo, Kota SBY, Jawa Timur, 60117.

Cocoa Powder

The cocoa powder is from Tobaku BKS, located at Jalan Arief Rahman Hakim no 207, Klampis Ngasem, Kec Sukolilo, Kota SBY, Jawa Timur, 60117.

Baking Paper

The baking paper are from Tobaku BKS, located at Jalan Arief Rahman Hakim no 207, Klampis Ngasem, Kec Sukolilo, Kota SBY, Jawa Timur, 60117.

Honey

The honey is from Bonnet Supermarket, located at Jalan Manyar Kertoarjo V no 62, Mojo, Kec Gubeng, Kota SBY, Jawa Timur, 60285.

Stevia

The stevia is from Bonnet Supermarket, located at Jalan Manyar Kertoarjo V no 62, Mojo, Kec Gubeng, Kota SBY, Jawa Timur, 60285.

Whole Eggs

The eggs are from Bonnet Supermarket, located at Jalan Manyar Kertoarjo V no 62, Mojo, Kec Gubeng, Kota SBY, Jawa Timur, 60285.

Packaging

The packaging is from Tobaku, located at Jalan Arief Rahman Hakim no 207, Klampis Ngasem, Kec Sukolilo, Kota SBY, Jawa Timur, 60117. .

Label Sticker

Label sticker is printed at Bless Printing, located at Jalan Menur Pumpungan no 74, Menur pumpungan, Kec Sukolilo, Kota SBY, Jawa Timur, 60117

Appendix 3. PRODUCT LOGO

- **Logo**

Picture 50. Logo

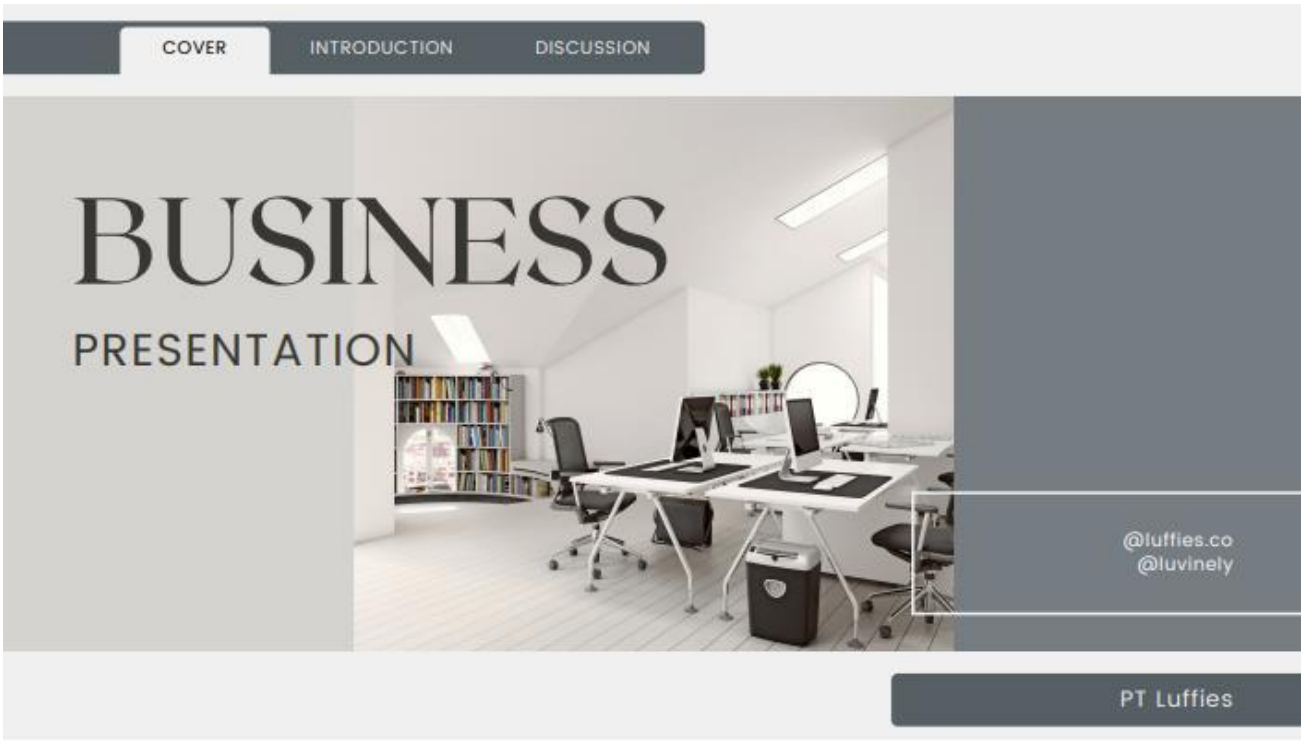
- Unpacked Product

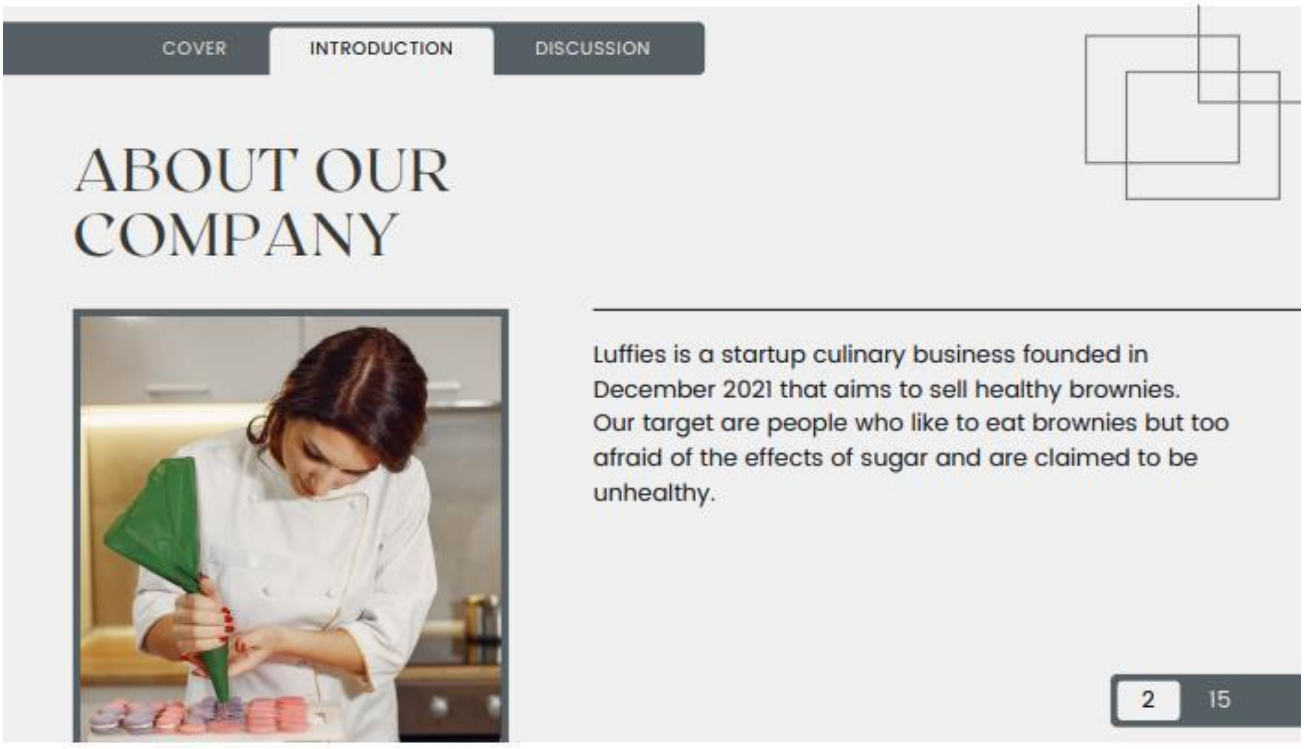
Picture 51. Unpacked Product

- Packed Product

Picture 52. Packed Product

Appendix 4. COMPANY PROFILE





COVER INTRODUCTION DISCUSSION

TODAY'S DISCUSSION

- Our Goals and Service
- Problems and Solutions
- Market Size and Validation
- Product Performance
- Competitive Advantage

3 15

COVER INTRODUCTION DISCUSSION

OUR VISION & MISSION

Vision

Introducing delicious, healthy, affordable and clean products. Able to compete with other competitors. Welfare of employees and company.

4 15

COVER INTRODUCTION DISCUSSION

Service

Provide best ingredients and all products are handmade with care.

We use high protocols such as hair cap, gloves, and mask.

We always clean and sanitized our tools so they're not contaminated with virus.

SERVICES

6 15

COVER INTRODUCTION DISCUSSION

WHAT WE OFFER

We will help you solve your problem

We offer brownies with healthier versions, the same taste, quality is maintained and the same price compared to regular brownies.

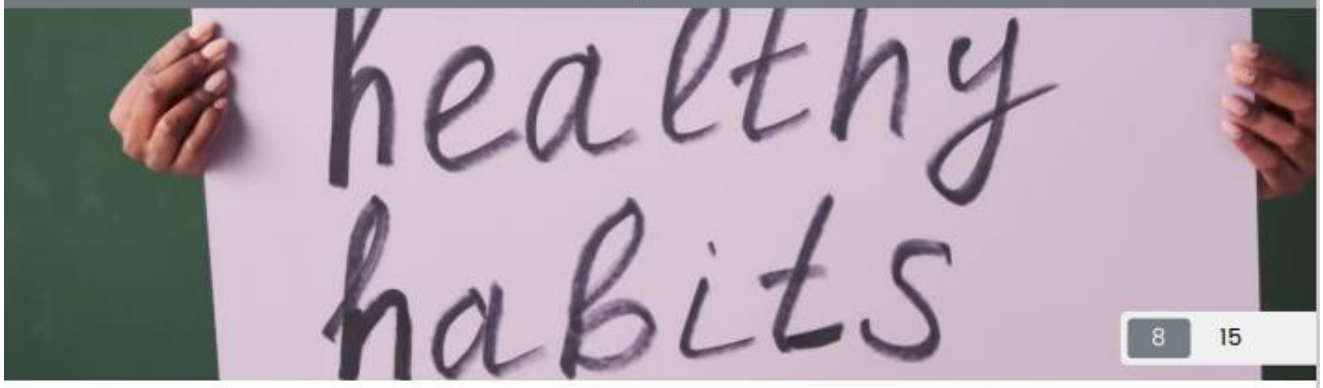
7 15

COVER INTRODUCTION DISCUSSION

Many people think that healthy food is not delicious and also not many people really understand the importance of health. coupled with the environment and the hectic workload, make people buy instant food that is not healthy.

PROBLEMS

- The Society
- The Environment



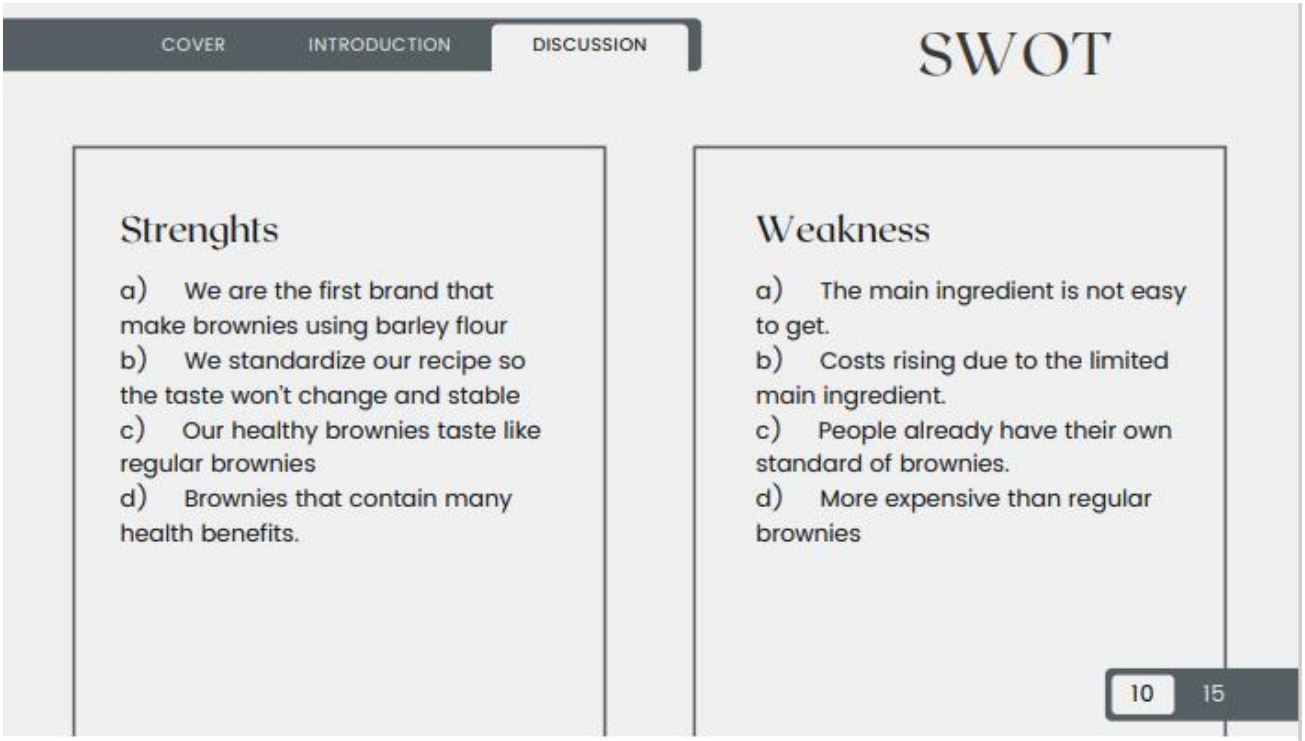
8 15

COVER INTRODUCTION DISCUSSION

SOLUTIONS

Market	Industry	End User
We offer a new health product "browley". We also give some seminar about importance of healthy.	We sell brownies that using barley flour as main ingredients and healthy adjuvant as well that taste similar like regular brownies	People will buy browley and problem solved.

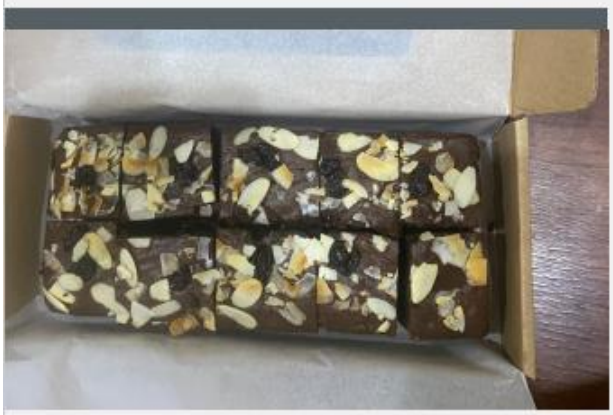
9 15


COVER
INTRODUCTION
DISCUSSION
SWOT
Strenghts
a) We are the first brand that make brownies using barley flour
b) We standardize our recipe so the taste won't change and stable
c) Our healthy brownies taste like regular brownies
d) Brownies that contain many health benefits.
Weakness
a) The main ingredient is not easy to get.
b) Costs rising due to the limited main ingredient.
c) People already have their own standard of brownies.
d) More expensive than regular brownies
10
15


COVER
INTRODUCTION
DISCUSSION
SWOT
Opportunities
a) Many people love cakes especially brownies
b) Can be marketed online or do collaboration with bakery and supermarket.
Threats
a) Huge competitor
b) Products can be imitated by other.
11
15

COVER INTRODUCTION DISCUSSION

PRODUCT OVERVIEW



Just like regular brownies, but the ingredients are healthier and richer in taste. We used stevia and sugar as sugar, dark chocolate for substitute and using healthy topping like almonds, raisins, and coconut flakes.

12 15

COVER INTRODUCTION DISCUSSION

OUR BUSINESS MODEL

At first we will open it online (by pre-order) and as soon as possible we will open our stand and put out product in bakery and supermarkets.

13 15

COVER INTRODUCTION DISCUSSION

MARKETING STRATEGIES

Packaging

Packaging also gives an impression and even a story in the product. We design our products with the luffies logo and design the packaging as aesthetically as possible and also write the ingredients and health benefits.

Social Media

We will use endorsements, celebrity programs and food bloggers to expand our market. Because the most important thing in the current era is the rate and review.

14 15

THANK YOU

FOR YOUR ATTENTION

Manyar, Surabaya Timur 087726888881 @luffies.co