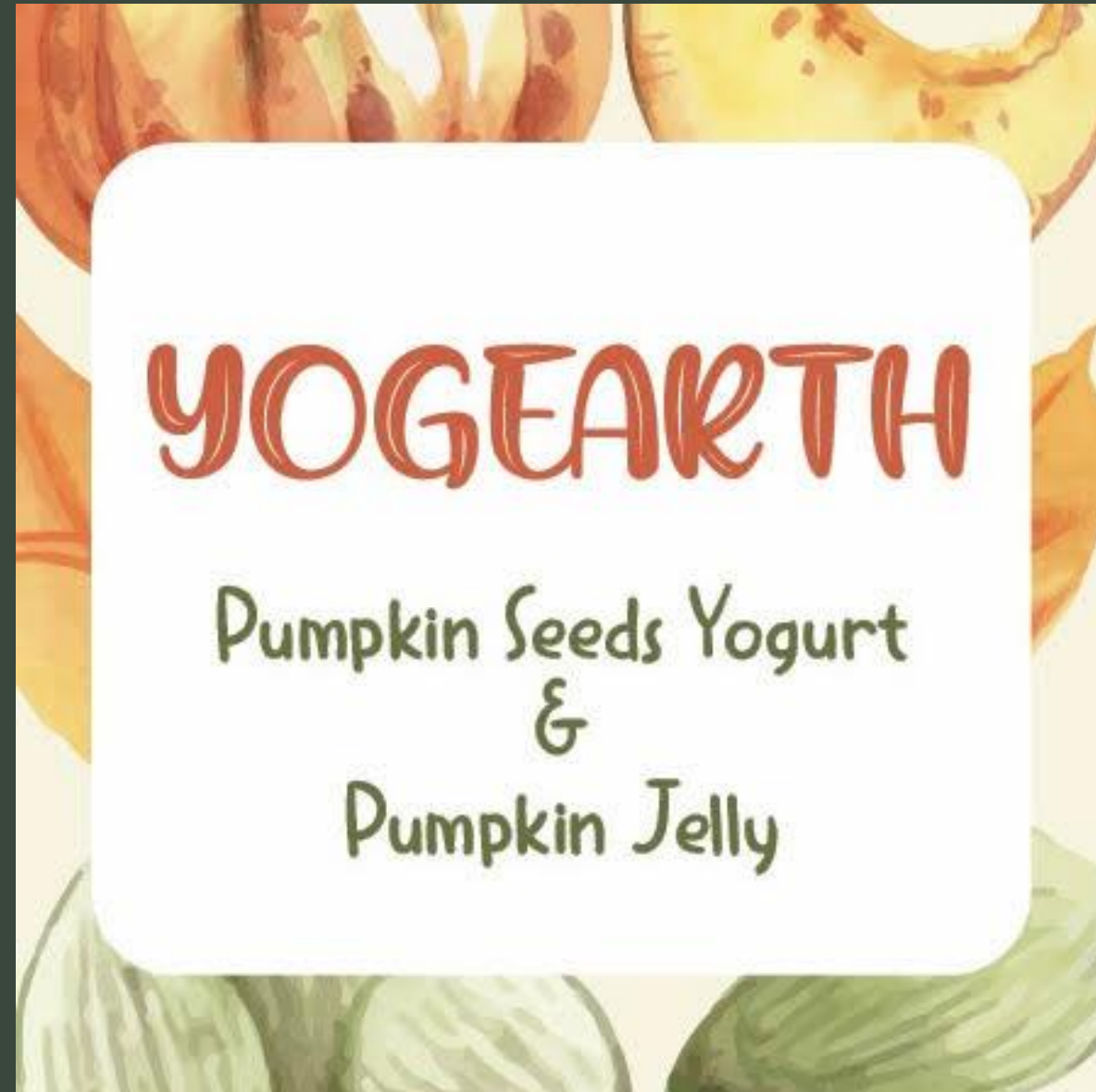


COMPANY PROFILE



CV. HEALTHY DAILY



YOGEARTH

Pumpkin Seeds Yogurt
&
Pumpkin Jelly

ABOUT OUR COMPANY

CV. Healthy Daily is a small startup engaged in culinary business. Currently CV. Healthy Daily has produced yogurt that based on pumpkin seeds, called “Yogearth”.

VISION & MISSION



- Vision

With tagline “Not Just Yogurt” will be able to make unusual flavor and many benefits.

Beside that, can compete with other yogurt competitors.

- Mission

We have the mission of satisfying the yogurt needs of an increasing population of yogurt lovers through the sale of our unique and tasty products. To their health all the best and nothing lasts.

WHAT WE OFFER

We make unique yogurt based on pumpkin seeds but we're still feature taste, quality and healthy benefit compared to regular yogurt.



SERVICES



YOGEARTH

Pumpkin Seeds Yogurt
&
Pumpkin Jelly

We use good quality ingredients and the products are homemade, because processes of making yogurt is very risky, so the utensils and the thermos a place to fermentations should be sterile. Maintain quality product and ingredients are important.

Because this product contains dairy product have a particular regulation when it comes to producing and distributing food or beverage. So, Yogearth must register to get license from BPOM (Badan Pengawas Obat dan Makanan).

SWOT

Strengths

- We are the first brand that make pumpkin seeds yogurt
- Unusual flavor for yogurt
- Many health benefits
- Not using plastic but use glass bottle for packaging

Weakness

- The price is higher than other yogurts.
- Costs rising due to the pumpkin seed is impor.
- Not always preferred due to pumpkin seed taste and smell.

SWOT

Opportunities

- **This yogurt has never been sold before.**
- **Explore new flavor which will compatible with pumpkin seeds taste**
- **Fun way to enjoy yogurt because there's jelly inside**

Threats

- **So many competitors.**
- **Trust issues by consumer because pioneer of new flavor.**



PRODUCT OVERVIEW

Based on pumpkin seed that has many health benefits. Beside that, this yogurt added pumpkin jelly to make more unique.

Yogearth will sell this pumpkin seed yogurt at Rp 36.814, and this yogurt should be consumed for 3 days after opening and must be stored in chiller. We produce our own product from raw and we maintaining a healthy ecosystem, so we use glass bottle as packaging.

MARKETING STRATEGIES

MARKETING IS ONE OF THE IMPORTANT THINGS WHILE OPEN BUSINESS. WE WANT OUR CUSTOMERS TO SEE YOGEARTH NOT ONLY AN OPTION, BUT A CHOICE OF YOGURT IN INDONESIA. BUT FIRST WE WILL FOCUS SELLING THIS YOGURT IN SURABAYA. YOGEARTH AIMING TO REACH ALL GENERATIONS FROM CHILDREN TO ELDERLY PEOPLE. AND IN BIG CITY LIKE SURABAYA, MANY PEOPLE CAN ACCEPT QUICKLY NEW THINGS.



MARKETING STRATEGIES

USING SOCIAL MEDIA AS MARKETING STRATEGIES FOR ADVERTISING OUR NEW PRODUCT. INSTAGRAM IS OUR MAIN CHOICES SINCE THOSE AS THE BIGGEST PLATFORM TO PROMOTE AND ADVERTISEMENT. EXCEPT THAT, WE WILL INTRODUCE AND GROW THIS PRODUCT BY USING ENDORSEMENT SERVICE ON SOCIAL MEDIA, AND WE WILL OFTEN DO PROMOTION. SINCE THIS YOGURT IS NEW AND PREMIUM FOOD PRODUCT. AND FOR PACKAGING WE USE GLASS BOTTLE WITH EYE CATCHING DESIGN WITH REVEAL THE BENEFIT



MARKETING STRATEGIES

PROMOTION :

Since we are just started, will do giveaway in our first selling in first week. And promotion "buy 2 get 1" when we joined bazaar this promotion is available

FOR FIRST STEP YOGEARTH WILL BE MARKETED AND STORE BY SOCIAL MEDIA WITH SYSTEM LIMITED STOCK PER A DAY. AFTER THAT WE WILL EXPAND TO MAKE YOGEARTH CAN ENTER VARIOUS SUPERMARKETS AND GIFT STORES IN SURABAYA, WE ALSO JOIN FOOD BAZAAR.



THANK YOU.

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YOGEARTH

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&
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