

DRAFSCOM



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# Company Profile

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# HISTORY

Drafscom is a mousse mixed with dragon fruit skin and has a coffee taste. With dragon fruit skin which we treat waste which has many benefits. The word Drafscom is a combination of Dragon fruit skin coffee mousse. When you eat this mousse, you will find the taste of coffee and there is a slightly bitter taste of dragon fruit skin. I chose this idea because the mousse generally has a sweet or flavorful taste. but I made it with natural ingredients such as dragon fruit skin and coffee to make it look healthier.

## **VISION**

Become the best Mouss  
e Producer in  
Papua by providing the  
best quality desserts that  
are produced everyday f  
or customers.

## **MISSION**

- Innovating in producing new types of desserts.
- Collaborate with business partners to expand the business chain.



# SWOT ANALYSIS

## STRENGTHS

- a) We are the first brand that combine Dragon fruit skin coffee with mousse.
- b) All ingredients are easily obtained from local market.
- c) The taste of our mousse is delicious, it can be used in any.
- d) Can be develop into many variations.

## WEAKNESSES

- a) This business is new and many people still don't know this product.
- b) Not everyone like unique product or like new product.
- c) Our products are very high in calories.
- d) Maybe many people don't really like sweet especially this is a new product.

## OPPORTUNITIES

- a) Many people who have not opened this business in Timika Papua.
- b) Can be marketed online or do collaboration with restaurants, and supermarkets.

## THREATS

- a) There are many business rivals as well as in cafes and restaurants.
- b) This product is so easy that it's easy to imitate others.

# OUR PRODUCT



Drafscop using the waste parts of the dragon fruit is a new product that made because of what action we can do to help saving the environment that also have a lot of nutrition that our body need. Drafscop could be the perfect dessert for every ages. With the selling price that 34.000/pcs, we don't target on particular market but we hope that we could sell the Drafscop that have a high standart of quality to every market and every people that like Dragon fruit.

# CONNECT WITH US

Customer Service :



Drafscom



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THANK YOU