

CHAPTER V

BUSINESS PLAN

5.1. IDENTIFICATION OF INVESTMENT OPPORTUNITIES

5.1.1. SWOT Analysis

- **Strength**
 1. There are not too many product for meat tenderizer from powder.
 2. We sell our product with affordable price.
 3. We did not use any chemical material.
 4. There is no preservative.
 5. Easy to get material.

- **Weakness**
 1. With the unique material that we choose is hard to build trust from people.
 2. Nowadays, people is using natural material that more healthier than powder

- **Opportunity**
 1. With the technology development it's become more easier to promote a new product
 2. Ananas have competitive price in market.

- **Threat**
 1. There are already meat tenderizer that well known in market.
 2. In the future, more new product that become competitors.

5.2. Marketing Aspect

In promoting product, we need to have a good market plan. We need to make sure that our market plan can run smoothly so our product will reach the company target.

Technology that developing everyday become advantage for the company in order to promoting the product. Social media is one of the most used in nowadays, such as Instagram and Facebook. We will make online advertisement and going to cooperate with some youtubers, bloggers, and celebgram to endorse and review our product.

5.3. Technical Aspect

First, we like to take step by step to sell our product. Since our base is in small house production, we need at least 2 employees. Also, we are going to sell our product from online shop to small store and hopefully in the future we can distribute our product into a large market.

Our process of production is not difficult but it take sometimes to produce our product. Since the sun – drying process took most of the time in our production process, we will have daily production for 6 days in a week and will be producing 30 packs per day.

From online we also use this opportunity to get some reseller and distribute it to another city. Also, online application that we use to sell our product such as Tokopedia, Shopee, and Lazada.

5.4. Legal Aspect

Every company always take care of their legal aspect. It is important to prevent and to secure the product from any duplication. Legal aspect that company have is also allow company to take legal action to another company for things that break the law.

Ananas is still a home – base business so we don't register Ananas to BPOM yet. After our company already stablizing in production every month, we will register it to BPOM and to get our product patent.

Ananas is safe for all people to use because it is halal product. We also will take care of halal certification to MUI. We definitely will process all our legal aspect in our product so our product can be trusted by our costumer.

5.5. Financial Aspect

5.5.1. Variable Cost

Table 2. Variable Cost in Food Cost

INGREDIENTS & PACKAGING	PRICE	AMOUNT	QUANTITY USED	PRICE OF QUANTITY USED
Pineapple Skin	Rp3.000,-	60 gr	200 gr	Rp10.000,-
Salt	Rp8.000,-	500 gr	15 gr	Rp240,-
Bottle	Rp2.252,-	1 pcs	6 pcs	Rp13.512,-
Sticker	Rp10.000,-	18 pcs	6 pcs	Rp3.333,-
TOTAL FOOD COST				Rp27.085,-

In 1 recipe, it can produce 6 packs.

The total food cost is Rp4.514/pack.

There will be 30 packs produced each day.

The total food cost is Rp135.420/day.

There will be 24 productive days in a month.

The total food cost is Rp3.250.080/month.

5.5.2. Fixed Cost

Table 3. Fixed Cost

TOOLS	PRICE	Deprec.	Depreciation/ month	Depreciation/ year
Knife (2 pcs @Rp150.000)	Rp300.000,-	3 years	Rp8.333,-	Rp100.000,-
Digital Scale	Rp350.000,-	5 years	Rp5.833,-	Rp70.000,-
Square Pan (4 pcs @Rp30.000)	Rp120.000,-	1 year	Rp10.000,-	Rp120.000,-
Spoon (3 pcs @Rp5.000)	Rp15.000,-	3 years	Rp417,-	Rp5.000,-
Plastic Hand Glove (24 packs @Rp15.000)	Rp360.000,-	1 year	Rp30.000,-	Rp360.000,-
Food Processor	Rp1.000.000,-	5 years	Rp16.666,-	Rp200.000,-
TOTAL	Rp2.145.000,-	-	Rp71.249,-	Rp855.000,-

5.5.3. Overhead Cost

Table 4. Overhead Cost

Others	Price / day	Price / month
Employees (2 people @Rp25.000)	Rp50.000,-	Rp1.200.000,-
Electricity	-	Rp100.000,-
Water	-	Rp75.000,-
TOTAL		Rp1.375.000,-

5.5.4. Cost of Production

Table 5. Cost Of Production

Variable Cost	Rp3.250.080,-
Fixed Cost	Rp71.249,-
Overhead Cost	Rp1.375.000,-
TOTAL	Rp4.696.329,-

$$\begin{aligned} \text{Cost of Production / Unit} &= \frac{\text{Rp4.696.329}}{720} \\ &= \text{Rp6.522,67} \approx \text{Rp6.523,-} \end{aligned}$$

5.5.5. Selling Price

$$\begin{aligned} \text{Cost of Production} &= \text{Rp4.696.329,-} \\ \text{Selling Price} &= \text{HPP} + (120\% \text{ HPP}) \\ &= \text{Rp4.696.329} + \text{Rp5.635.595} \\ &= \text{Rp10.331.924,-} \\ \text{Selling Price / Unit} &= \frac{\text{Rp10.331.924}}{720} \\ &= \text{Rp14.349,8} \approx \text{Rp15.000,-/unit} \\ \text{Profit} &= \text{Selling Price/Unit} - \text{Cost of Production/ Unit} \\ &= \text{Rp15.000} - \text{Rp6.523} \\ &= \text{Rp8.477,-} \end{aligned}$$

5.5.6 BREAK EVEN POINT (BEP)

$$\begin{aligned} \text{BEP (Unit)} &= \frac{\text{Fixed Cost}}{\text{Profit}} \\ &= \frac{\text{Rp2.145.000}}{\text{Rp8.477}} \\ &= 253,03 \approx 253 \text{ unit} \\ \text{BEP (Rp)} &= \frac{\text{Fixed Cost}}{1 - \frac{\text{Cost of Production}}{\text{Selling Price}}} \\ &= \frac{\text{Rp2.145.000}}{1 - \frac{\text{Rp6.523}}{\text{Rp15.000}}} \\ &= \text{Rp3.795.564,49} \approx \text{Rp3.759.565,-} \end{aligned}$$