

Executive Summary

PT Semangat Sehat Indonesia aims to make healthy Indonesian society through our products, starting from CouraJuice. CouraJuice can be easily accessed via online or offline stores in JABODETABEK. CouraJuice provides two types of products with various combinations of fruit in each kind. Our first product is cold-pressed juice, mixed with our special crafted Amazake that enhances metabolism. The second product that we serve is smoothies, fresh blended frozen fruits containing high fiber that enhances the body immunity.

Our food and beverage business exists to answer people's needs who struggle to have a healthy lifestyle. The emergence of covid-19 had a big impact on Indonesian society and awakened the awareness to live a healthy lifestyle. People are starting to be aware of the importance of being healthy and this awareness drives an increase in demand for health enhancing products.

CouraJuice attempts to be a customer centric company and give the best value on products' price. Our products' price range from Rp 35.000,- per bottle, containing 350 ml of mixed juice and amazake. Our journey started by establishing our brand using social media and opening seven booths in 2022 all over JABODETABEK. Customers can purchase our products directly from our website and whatsapp or by using third parties such as gojek, and grab. Direct purchase by *courary* (Coura-delivery) gives a benefit of guarantee store condition products and accuracy in delivery's location and arrival time.

In order to restore, balance, and enhance the health of Indonesian society, CouraJuice requires people who share the same values. Our team consists of people who value teamwork, innovation, quality, reliability, and integrity to bring the best quality products to our consumers. Starting with 44 employees in the early year, CouraJuice's employees are predicted to increase to 190 people by the year 2026 due to the huge expansion in 2025 and intense workload that requires more labor force.

This business plan is feasible to realize with Rp 2,982,047,892 of initial investment and can generate a NPV of Rp 92,179,007,547 at the end of year five with a payback period of 1 years and 7 months.