

## **EXECUTIVE SUMMARY**

*Indonesia is a country that has great potential for the crayfish industry because it can be cultivated throughout the year. Based on the analysis of supply and demand, the demand for crayfishes is 7,412,188 kg per year, and the supply for crayfishes is 6,446,687 kg per year. It turns out there are still many crayfishes that have not been channeled properly by cultivators with the current sales media. Then, with the digital acceleration that began to reach Small Medium Enterprise and a change in behavior to do more online shopping due to the encouragement of the COVID-19 pandemic. These things become an attraction for making this business plan, considering that crayfish have not yet become a commodity in Indonesia, so there is still a lot of potential to be explored in the LAT industry.*

*PT LOBSPRENEUR TEKNO NUSANTARA is a company that makes an online crayfish shopping application in Indonesia. LOBSPRENEUR recruits crayfish Cultivators to become crayfish suppliers in LOBSPRENEUR application to receive a revenue stream system in the form of a 10% commission. The company is categorized as a medium-scale company with assets of Rp 3,054,119,451.00.*

*For "Restaurants", LOBSPRENEUR is the first application in Indonesia that specially sells crayfish with a safe transaction process and guaranteed delivery of no more than 2 x 24 hours so that crayfish's quality is guaranteed. LOBSPRENEUR's crayfish is distributed from cultivators closest to the buyer to streamline costs and time.*

*The source of funding comes from 100% equity (100% common stock). The NPV (Net Present Value) generated by this business plan is IDR 12 billion with an IRR (Internal Rate of Return) value of 73%. The PP (Payback Period) of the business plan is quite short, which is 4 years 6 months. Based on those indicators, this business plan is feasible to run.*