

EXECUTIVE SUMMARY

The trend of healthy lifestyle in Indonesia has been growing in the last year as a response to the COVID-19 pandemic. A survey from PWC Global says that in response to the pandemic, 69% of the population are placing more emphasis on physical and mental health more than ever. This is particularly pronounced in the changes of the spending habits after the pandemic started. In Indonesia, the average spending on health products (foods, supplements) have increased by 77% in response to the pandemic.

The World Health Organization has recommended that people with inherent medical issues need to be more mindful of their health during this pandemic, including people who have high cholesterol disorder. In Indonesia, during the last five years, there has been an increase in the high cholesterol disorder population, reaching almost 60 million people by 2019. This population generally is required to pay more attention to their meals in order to ensure that their blood cholesterol does not rise too high, mainly by refraining from eating meat due to its fat/lipid content. However, it is found that this particular population still feel the urge to have meat in their meals, mainly due to the taste, and delicacy meat offers. We identify this as an opportunity for our business, Pomeal.

Pomeal is a plant-based meat product with similar taste and delicacy as real meat. Pomeal is made from various plant-based ingredients that offer similar nutritional value as real meat, but without the fat/lipid commonly found in meat, therefore it is safe for people who have a healthy lifestyle and concern with high cholesterol disorder to consume. By consuming Pomeal, the consumer can savor the taste and delicacy almost identical to real meat and will never have to worry about having too high fat/lipid intake compared to consuming real meat. This benefit is encompassed by our brand name, Pomeal that stands for Peace of Meal.

As briefly explained previously, our target market is people who have a healthy lifestyle and concern with high cholesterol disorder. This particular population has been growing rapidly in Indonesia in the last few years and in light of the pandemic are becoming more health conscious, consequently meaning that our target market is a growing population. Currently, our target market tends to stop their meat consumption by having vegetables as their meals and during the pandemic, having home cooked meals due to concern of hygiene and safety having takeouts. Our Pomeal product is the answer to their needs.

Pomeal is sold as plant-based meat chunks for home cooked meals. We also provide varieties of seasoning included in our product although the customers have all the freedom to choose what kind of seasoning they will have in their meals. At launch, we offer Indonesian Rendang, Black Pepper and Teriyaki seasoning in our products and it will diversify in the future according to market demands. Our product is available in grocery stores, retail stores and for delivery orders as well.

As a new product, our first order of business will be educating our target customers about our product through our marketing campaign. We planned various marketing activities in order to educate our customers and gain market share. Our marketing activities will include social media advertising, television advertising, cooking demo and other events as well. We plan to target 10% of the potential customers in Jakarta for our first year operation and will expand our distribution scope up to Java and Bali by our third year.

Our business operations will include the manufacturing process from raw materials into the finished product. In order to produce a plant-based meat with similar characteristics as real meat, we use extrusion cooking technology that processes our raw materials into similar texture and taste as real meat. Pomeal is packaged as a frozen food product and our packaging process ensures the hygiene and quality of our product. The entire production process and product specifications comply with BPOM and MUI licensing regulations in Indonesia and we aim to fulfill ISO certification within five years.

Our forecasted financial analysis shows that our business is very profitable, already having a positive net income and reaching break even by our second year with a payback period of 6 years. We offer more than 30% return on investment with a 40% dividend payout ratio starting from our fifth year of operation.

