

EXECUTIVE SUMMARY

Consuming highly nutritious weaning food is a crucial factor in a baby's physical and intellectual growth. However, babies often refuse to eat due to numerous reasons. With that being said, Tuk Sikecil is here as an online based ready to cook organic weaning food provider for babies within the age of 6-24 months who live in Jabodetabek area. Tuk Sikecil offers three values, which includes organic ingredients, full of choice, and cooking convenience.

In estimating the company's competitive advantage and opportunity to succeed against competitors in the weaning food industry, the writers considered three main factors, which are birth growth rate, economic growth rate, and health awareness trend. Taking into account those three factors, the writers discovered that the competition within the weaning food industry is considered relatively moderate. Knowing that, Tuk Sikecil decided to exercise the differentiation focus strategy to compete in the industry.

Tuk Sikecil lies under PT Lima Pilar Bangsa, whose vision is to be an online based ready to cook organic weaning food provider that prioritizes the consumer's needs, while also being the middle to high income mothers' first choice, especially in Indonesia's urban cities. Moreover, Tuk Sikecil operates using the value chain model in turning raw materials into a well crafted product to be received by customers. The company offers two purchase types, by subscription and one time purchase. For one time purchase, Tuk Sikecil provides a package that includes one main course with one snack. For subscription, customers might choose between the two main courses with one snack, and the three main courses with one snack. The customers can order a day before delivery at the latest.

In order to achieve the sales target of 1568 families within the first year, and also the estimated yearly sales growth rate of 25% (most likely scenario), the marketing division will focus on online advertising. To support that, the operation division will focus on improving the efficiency, product and service quality, and also dependability. The company will attempt to maintain the Cost of Good Sold level at 30% each year, with the production target of 278 units each day. In maintaining quality and customer's trust, Tuk Sikecil will hold several certifications, which are Hazard Analysis and Critical Control Points (HACCP), Halal Certificate, and Sertifikat Laik Higiene Sanitasi Jasaboga (SLHSJ).

Tuk Sikecil requires an initial investment as much as Rp 8.732.106.667 in order to operate. The target revenue is Rp7,150,080,000 for the first year and is estimated to grow to Rp17,456,250,000 in the fifth year, with a CAGR of 19.54%. The expected payback period is 4 years and 9 months. The company's profitability ratios consist of Return on Asset (ROA), Return on Equity (ROE), Return on Investment (ROI), and Net Profit Margin (NPM), that equal to 38.99%, 39.86%, 59.56%, and 29.80% respectively. Furthermore, the NPV on going concern and liquidation are Rp 24,451,108,739 and Rp 5,799,264,337 respectively. While the IRR on going concern and liquidation are 34% and 15% respectively.