

Executive Summary

Angka tea made from cascara is a by-product of the coffee-making process that can be consumed as tea which is rich in antioxidants and polyphenols. Angka is a quality herbal tea and has a variety of flavors available in the form of ready-to-drink tea to tea bags that can be enjoyed anytime and can also be enjoyed directly at the Angka Teh showroom.

The target segment of Angka is people belonging to the upper-middle socioeconomics who have healthy lifestyles and habits by consuming herbal products including tea. In marketing its products, Angka uses offline and online sales channels. The offline channel is a direct purchase at showrooms located in the Jakarta area and also cooperates with supermarkets to sell tea products directly to consumers. Online sales channels include sales through websites, e-commerce such as Tokopedia, Shopee and the like. The numbers also target a lot of amateur demand, namely the customer segment who has heard of herbal tea for the first time and has never consumed it. From this scenario, Angka targets to get a market share of 5% in the first year.

The strategy taken by Teh Angka in competing with other tea variants is focus differentiation, by prioritizing the quality of the ingredients used as well as various distinctive aromas and flavors that make Teh Angka in the premium class. The most likely scenario assumes that the demand curve will increase gradually as we carry out our marketing efforts. Our assumed conversion rate is also in line with the industry average, which is only around 2.37%. In terms of business competition, the most likely scenario assumes that there will be no aggressive movement from competitors because this sector seems to only be targeting the "niche market" segment. So, this big opportunity will be taken well by "Teh Angka" with aggressive marketing activation in the first five years.

In the first year, Angka projects a revenue of Rp Rp5.992.920.000 with a minimum increase of 20% from the previous year's revenue and will increase until the fifth year. In realizing this Angka Tea business, the total investment capital required in the first year of operation is IDR 5.000.000.000. Based on a calculation with a payback period, Angka will get a return on investment in 2,55 years and in the 5-year projection, Angka has a very exponential annual growth with an IRR of 16% and an PI of 1,94.