

EXECUTIVE SUMMARY

Heist Co. is engaged in the food and beverage industry and is a type of fast food restaurant business that prioritizes balanced nutritional value in every product served in the Jakarta and surrounding areas as the Company's main target market. Today, millennials and other productive age generations already know the importance of starting a healthy life by consuming a healthy diet as the main determinant of an individual's health. However, globalization has influenced the culture of the Indonesian population to consume fast food because it offers speed, convenience and practicality of food consumption as its main value. This causes difficulties in choosing foods that can provide these two main values.

Fast food poses a risk to the health of the body because of its low nutritional content, especially if consumed continuously. Excessive consumption of fast food is also closely related to the consequences of increasing weight which causes potential risks of other chronic diseases such as high blood pressure, cholesterol and diabetes. Only 25% of the total productive age consume healthy foods that contain 50-70% carbohydrate composition, 10-20% protein and 20-30% fat (Safitri *et al*, 2016). According to the Media Indonesia 2020 survey, people's mindsets during the COVID-19 pandemic have also changed in their daily food consumption and it is known that 90% of respondents have started to eat healthier foods.

The amount of healthy food providers continues to grow rapidly from 2013, when Burgreens began to enter the Indonesian market. It is noted that in the last 5 years, a well-known healthy food brand has continued to expand which can indicate an increase in consumption of healthy food in the Indonesian market population. On the other hand, there is also an increase in fast food consumption in Indonesia, based on a publication by Statista in 2018. In this publication, it was concluded that there was an increase in the frequency of fast food consumption in the average Indonesian society, increasing from year to year, with the highest percentage in the consumption range of one year, up to three times a week.

Given the problems and opportunities mentioned above, Heist Co. provides solutions in the form of healthy food with a fast service process. The company targets productive age consumers, in the age range of 24 - 40 years, where the speed of service and nutrition served on each product are the main values provided. The products offered by the Company are quite varied, ranging from packages of platters, wraps and burgers that contain nutrients that suit the needs of the body's intake. Heist

Co. also prioritizes value in the form of transparent nutritional content in every product offered, as well as package menus that can meet daily nutritional needs with low risk.

