

EXECUTIVE SUMMARY

Indonesia is the 4th most populous country in the world with a population of 264 million (in 2017). Where approximately 50 million people are classified as upper middle-class and around 120 million people are aspiring middle-class which is the group that is no longer poor and is heading towards a more established middle-class (Ministry of Finance, January 2019). The need for food is very large while consumption of high-quality beef is still low. There is a great opportunity to become a premium meat-based food provider.

Around 40% of the middle-class population are young people aged between 17-40 years who have high purchasing power, they are eager to try contemporary food and mostly are dynamic people. This group is open to new types of food and tends to buy trendy foods. This group is an early adopter for-innovation.

WAGYUMURA is a meat-based food business using wagyu meat which is commonly used for steaks, served with ready-to-eat cuts and in practical, easy-to-carry packaging. WAGYUMURA presents wagyu meat take-away concept through points of sale in the form of kiosks located in public areas; malls, stations, terminals, airports and office areas. WAGYUMURA also with GoFood and GrabFood services from the first operational day to expand services and to collaborate with limitations due to Covid-19 pandemic. The use of kiosks in crowded places is due to the availability of permission to use, clean water facilities, electricity and waste disposal facilities as well as long operational time. With the take away concept, WAGYUMURA only needs to use a kiosk with a small size of 2 x 3 m so that the rental and investment costs of the kiosk become cheaper and more efficient. The strength of WAGYUMURA compared to other steak products lies in its low fixed and operational costs, practical take-away packaging, and contemporary food flavors.

This business plan requires an investment of IDR 9,402,054,200 which is divided into several stages. The Internal Rate of Return (IRR) reaches 33.31% with a payback period of 4 years and 2 months (50 months). This business will start when the Covid-19 pandemic is heading towards recovery, which is around mid-2021