

EXECUTIVE SUMMARY

Breakfast is one form of a healthy lifestyle and an important element for office workers to start their daily activities. Unfortunately most of the office workers in Jakarta have limited time in the morning to buy or prepare their breakfast thus they often ended up skipping their breakfast. Additionally the limited variation of breakfast available around office areas also causes some workers to lose appetite to have breakfast

Breakfast providers can be considered a part of the culinary industry that still grows rapidly. This is based on the fact that everyone needs to eat, including in the morning. The number of foodpreneur and restaurant retailers that open since morning also reflects the needs for breakfast, especially for office workers. However different from the culinary industry where customers are more prone to look for pleasure of gathering and enjoying the experience of eating, Breakfast consumers pay more attention to convenience of ordering and consuming, as well as the adequate nutrition to boost their mood and productivity throughout the day.

Currently, Indonesians' awareness of the importance of breakfast consumption is still low, which may limit the growth of the breakfast provider industry. Based on the survey, most Indonesians skip breakfast as they admit that they don't have time to buy or prepare the breakfast, as well as the limited breakfast choices available in the morning. Whereas breakfast should be the most important energy intake for the day. However, the rapid growth of technology, especially food ordering applications, can support the growth of this industry. Apart from being convenient, food ordering applications are also proven to save people's time spent in waiting or queuing.

Our Company will operate under the name PT. Kreatif Katering Sejahtera and engaged in the Breakfast Provider Industry. The main product of the company is a breakfast ordering application under the brand SAPAPAGI. Our company will use focus differentiation for the business strategy, where we will focus our consumer segment on office workers offering convenience during order, variation of breakfast choices, and delivery punctuality. Different from other food ordering applications like Go-Food which offers on demand service, SAPAPAGI offers a pattern for habitual purchase. Users can place their orders for the following week or month all at once in order to have their routine undisturbed.

Our company will mainly target 16 office areas in Jakarta. We will establish partnerships with home catering and SMEs to aid us in providing breakfast. Our

partners will be given training and development, as well as get taught of the recipes developed by SAPAPAGI's executive chef. Our partners will provide 20 - 500 portions a day depending on their production capacity. To maintain the communication with our partners, our company will employ account managers. They are tasked to keep track of the partners' performance and aid them in their needs. For the food delivery, we will establish partnership with logistic providers who experienced in food delivery such as Mr. Speedy.

With the operation mentioned, our company needs IDR. 2.000.000.000 capital for pre-operational activities like building the mobile application, developing the human capital, and establishing partnership. Additionally we need 90.500.000.000 in the first 2 years to raise the awareness of the importance of breakfast, and build SAPAPAGI's brand and product recognition. The company is projected to scale up and reap a positive net income of IDR. 73.590.087.302 at the end of the third operational year, and IDR 541 billion at the end of the fifth. Our company will reach payback period in the first month of the third year, and in the third month of the third year when we're using Discounted Payback Period. The NPV at the end of the fifth year without considering the terminal value is IDR. 266.7 billion, with MIRR 63%.

To conclude, the breakfast provider industry hasn't grown well in Indonesia. However with the increasing macro and micro factors that potentially support the industry's growth, SAPAPAGI is determined to be the best breakfast provider in Indonesia that can increase the value of its stakeholders