

Executive Summary

PT. Marinated Broiler Supply is a company that play a role in a food and beverages industry. Within the food industry, we see an opportunity to increase the awareness of ready to cook meal by using chicken as our main raw material, flavoured with some famous Indonesian marination sauces. There are significant increase of chicken consumption in Indonesia each year; therefore, we are choosing chicken as our main raw material. Ready to cook meal is a simpler, faster, and more hygiene way of cooking meat to add a delicious healthier menu to our daily food consumption. Our main focus is to create various marination flavor for broiler chicken by introducing our brand Ammari to the target market, offering them with the best flavor that we could possibly create. The finished mass marinated chicken product will be distributed to retailers which fall under frozen food. We are targeting a wide variety of customers from millennial and family especially women who are 20 - 40 years old . We will be working closely with supplier, spices formulator, expedition, and distribution channel to reach customer satisfaction. In order to maintain the satisfaction level from the market, we are going to develop and strengthened our research and development division; also, quality control to make sure the product quality is up to customer standard and also quality assurance from third party. We are trying to gain trust as much as possible from the society by working with the best certified supplier and by gaining the halal certification. The main primary activities for the company is to market and promote this new brand while maintaining the standard operation with technology and procurement. The detailed planning of our organization is divided into 4 main sections i.e. marketing, operational, human resources, and finance. All data that we provided in this business plan comes from our primary and secondary resources. For the primary data, we used qualitative approach by visiting PT. Charoen Pokphand Indonesia located in modern industry Cikande to interview the person in charge with open ended questions and to observe the company manufacturing process. We collected secondary data from notes, statistics, journals, and various websites.

Keywords: food industry, ready to cook meal, marinated chicken, frozen food