

## EXECUTIVE SUMMARY

### Introduction

PT Naturalfit Indonesia is a company located at Batuceper, Tangerang which operates in food and beverage industry and providing a ready-to-eat *Snack bars* for customers with Froobar as a brand. Naturalfit Indonesia's core team members consists of five people with position and the corresponding responsibility as:

- Chief Executive Officer: responsible for making strategic decision in company.
- Marketing Manager: responsible for marketing program and activity.
- Operations Manager: responsible for operation plan and activity.
- Human Resource Manager: responsible for human development and management.
- Finance Manager: responsible for financial control.

### Market Conditions and Distribution Plan

The number of people that are concerned and aware with health issues and how their food consumption affect their health are increasing in big cities from Indonesia. With this increasing in awareness about health, the demand for healthy food is also increasing. Naturalfit Indonesia is looking to satisfy this demand by developing a product with organic ingredients and processed without artificial flavor and food preservation chemical.

Froobar's target market are people in the middle or upper-middle class income and have the age around 21 - 55 years old because they are willing and able to walk the extra mile for getting a healthy food. Froobar is looking to serve 8,5% of total market share in *Snack bar* industry on the first year which is around IDR 18.6 billion in revenue contribution.

In the first two years of operation Froobar's distribution will be delivered the product in Greater Jakarta (Jabodetabek) and West Java (Bandung). The distribution will be expanded on third year planned to serve market in other cities such as East Java (Surabaya) and Bali (Denpasar).

### **Financial Projections**

Naturalfit Indonesia forecasts to generate revenue on sales of IDR 18.6 billion on the first year and this revenue is expected to increase with CAGR of 21,44% in 5 years of operations. The net profit margin is expected to be 8% in average from year one until year five. An initial investment of IDR 4.4 billion are needed for the company to operate with the projected revenue and net profit margin Naturalfit Indonesia will be looking at 4 years and 2 months on payback period. Naturalfit Indonesia's net present value will be projected around IDR 4.78 billion and internal rate of return around 35,2%.

