

RINGKASAN EKSEKUTIF

Minus Twelve adalah bisnis *dessert* yang memposisikan diri sebagai penyedia produk es krim sehat. Minus Twelve menggunakan bahan dasar yang sehat dan rendah kalori. Bahan tersebut berupa *almond milk*, kurma sebagai pemanis, dan *flaxseed*. Minus Twelve sudah mengenalkan varian rasa seperti *chocolate, orange, thai tea, jasmine tea, coffee, matcha, mango, kaffir lime, vanilla, vanilla goela aren* dan *avocado coconut*. Dari seluruh varian rasa tersebut, Minus Twelve tidak menutup kemungkinan untuk menambah rasa baru. Minus Twelve menyediakan produk dengan 3 varian ukuran, yaitu 1 *scoop* (85gr) hingga 3 *scoop* (250gr). Rentang harga yang ditawarkan berkisar antara Rp. 29.000 hingga Rp. 45.000.

Target pasar yang disasar berada pada umur 24-39 tahun dengan domisili Jakarta dan Tangerang. Peluncuran produk Minus Twelve dilaksanakan pada awal Maret 2018, dengan membuka *booth* bazaar di Mal Ciputra Jakarta Barat. Divisi Marketing telah melakukan promosi antara lain program *buy 2 get 3, free topping, dan bundling*. Dengan diadakan promo tersebut terdapat peningkatan penjualan yang positif. Divisi Operasi telah melakukan riset dan pengembangan dalam upaya menambah varian rasa produk selama 4 bulan berjalannya Minus Twelve. Kemudian dari divisi SDM belum merekrut karyawan baru karena seluruh produksi serta penjualan dilakukan oleh tim internal. Dari segi keuangan sudah menjual lebih dari 1.600 *cup* dan sudah mendapatkan omzet lebih dari Rp40.000.000 hingga awal Juli 2018. Untuk perhitungan *gross profitability*, memiliki nilai rata-rata 77,42% sedangkan *return on assets* dan *return on equity* bernilai 13,59%.

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| Kata Kunci | : | Es krim, sehat, makanan penutup, berbahan dasar nabati |
| Bidang Usaha | : | Makanan dan Minuman |

EXECUTIVE SUMMARY

Minus Twelve is a dessert business that specializes in healthy ice cream products. Minus Twelve offers a health-concerned value, which is why Minus Twelve ice cream use ingredients such as almond milk, dates as sweetener, and flaxseed, which are beneficial for human health and low in calories. Minus Twelve has introduced various different flavors, such as chocolate, orange, thai tea, jasmine tea, coffee, matcha, mango, kaffir lime, vanilla, vanilla goela aren dan avocado coconut. Minus Twelve strives to be constantly innovative, which is why flavor development is always being done. There are three sizes to our ice cream from a single scoop, or equal to 85 grams, to a cup of 3 scoops, equal to 250 grams. The price range of Minus Twelve ice cream is from Rp29.000 to Rp45.000.

Minus Twelve's target market are citizens of Jakarta and Tangerang, ranging from 24-39 years old. The grand launching Minus Twelve Ice Cream was held in early March 2018, by joining Komunitas Organik Indonesia's (KOI) Ciputra Organic Bazaar in Ciputra Mall, West Jakarta. The marketing division came up with several promotions to attract the customers, such as "buy 2 get 3" program, free topping, and bundling promotions. The programs resulted in an increase in sales. Meanwhile, the Operations Division has done research and development in order to add more flavor variants during the first 4 months Minus Twelve run the business. Even though the brand is growing rapidly in terms of brand reception, the Human Resources decided that all operational and non-operational activities can still be handled by the founding members of Minus Twelve, thus eliminating the need to hire workers. From the financial side, our brand has earned more than Rp40.000.000 in sales until early July 2018, which came from more than 1.600 cups of ice cream being sold. In the gross profitability ratio, Minus Twelve's gross profit compared to its net sales is 77,42% on average. Meanwhile in calculation of return on assets and return on equity concluded on 13.59%.

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| <i>Keyword</i> | <i>:</i> | <i>Ice cream, healthy, dessert, plant based</i> |
| <i>Industry</i> | <i>:</i> | <i>Food and Beverage</i> |