

EXECUTIVE SUMMARY

Jengkol (Archidendron puciflorum) is an exotic vegetable from South East Asian, in which the fruits can be processed into delicious cuisine. However people had certain considerations for not preferring jengkol: unpleasant smell, naturally branded as 'low class' food, and its rare availability. Based on scientific research, these problems can be tackled through proper and standardized cooking process, modern packaging, and mass production with robust business model.

PT Canindo Nuansa Nusantara through JetSet, offer a solution with ready-to-eat canned food that have authentic Indonesian taste. JetSet is also processed through a standardized and sophisticated food technology to ensure the elimination of consumer's pain in consuming Jengkol. Based on market validation research, JetSet will offers three variants: *semur*, *rendang*, and *balado*. Through its stockholding strategy, economies of scale and robust business model, JetSet will be sold at Rp. 20.000 per 155 gram (one portion of meals).

The company is targeting 4 million products can be annually sold in 40 cities in Indonesia in the fifth year. An omni-channel marketing strategy is prepared to achieve this target, especially to reach its primary segment the 'secret admirer' which is person who already loves Jengkol but avoiding it due to the mentioned pains. In operation strategy, the company will build its factory in Artha Industrial Hills Karawang, West Java with the consideration of distance to the supplier, accessibility, utility, labour, price, and access to customer. In human resources strategy, employees will work and be nurtured in an ambidextrous organization structure that promote innovative culture.

The financial planning is carefully prepared to ensure the business feasibility and foresee its profitability. There are three method to measure the business feasibility, the NPV, IRR and payback period. In most likely scenario, by investing 18 billion rupiah, this projection has an NPV that will reach 4.6 billion rupiah with an IRR 18% and a payback period of 4 years. This projection also has a low-level investing risk. Using the value at risk method, it shows the possibility that this project is disadvantageous at around 11.83%.