

EXECUTIVE SUMMARY

Indonesia is one of the countries with highest natural disaster risk. There are more than two thousand natural disasters happen every year including flood, landslide, volcano eruption, forest fires, earthquake, and tsunami that take more than six hundred thousand victims every year. In every case, the government cooperates with private sectors and volunteers to provide food, clothes, and shelters for the victims. In the past years, *Badan Nasional Penanggulangan Bencana* or BNPB has been working with third parties to produce emergency food supplies. Even though the government has received assistance from some private sectors to provide public kitchen and shelters, there are some unreachable areas which require food and other items to be dropped-off from choppers. In fact, there are many products in the market that are fragile and are not able to be distributed under extreme condition. PT Emerald Cemerlang is established as a pioneer company in Indonesia that produces extra durable emergency food to fulfill the minimum required nutrition under FIDEL product brand.

PT Emerald Cemerlang offers FIDEL as a highly durable and sufficient nutrition emergency food with a competitive price. FIDEL offers a compact sized food which makes the product more durable, and can be distributed under extreme situation after the disaster. FIDEL is a ready to eat product that contains sufficient nutrition (contains 731 kcal) for the victims.

The factory is located in Cisere, Curug, Tangerang; it lies in a strategic location that has good access, and near the company's major consumers, furthermore the price of land there is relatively cheaper than that of the other areas. The main consumer office and storage is located on North Jakarta. Tangerang is chosen as its headquarter of the company as it has cheaper standard minimum wage than that of the nearest areas, Jakarta.

This business has a big potential market because in the past few years; the demand of emergency food proved to be higher than that of its supply. To achieve the market potential, PT Emerald Cemerlang employs people with high competence and commitment.

The NPV is expected to be approximately 8.869.336.165 rupiah. In the most likely seventh year scenario strategy, the company will have a 43.97% IRR, 39.92% ROA, and 46.85% ROE. This financial analysis and projection show that the company will be able to sufficiently fund the continuity of its marketing, operations, human resources, and strategy activities. The company plans to distribute the dividend annually starting from the third year. PT Emerald Cemerlang has prepared mitigation for all potential risks during the business activities to maintain the business sustain for the shareholders. Based on the financial projection above, this business can be concluded to be feasible to be run.