

EXECUTIVE SUMMARY

PT. Mitra Peking Nusantara (PT MPN) is the most trustworthy, national frozen peking duck supplier in Indonesia that processes the yields of our local farmer partners. PT. Mitra Peking Nusantara will focus on supplying frozen peking ducks for both logistic industry, such as meat distributors, and restaurant industry, such as Chinese restaurants who serve peking duck dishes in Jakarta and vicinity.

Different from current suppliers who mostly rely on import products from overseas, PT. Mitra Peking Nusantara processes locally grown ducks that meet the standard quality of luxury Chinese Restaurant and therefore can ensure the availability as well as the quality of the supply. Thus, customer focus strategy is chosen as its essential to maintain the competitive advantage.

PT. Mitra Peking Nusantara offices are located in South Tangerang as the marketing office and in Indramayu as the meat processing site. Our management team consists of experts who has minimum of three years experience in duck meat processing technique and or in Horeca industry focusing in peking duck market.

To create and offer the right product and services for the customer, our Marketing Team will conduct a market research to identify the customers' needs, competitors' advantages and disadvantages, as well as the competition level within the industry. This team aims for sales above target to maximize the company's profitability, using different marketing strategies suitable for each customers. As our brand name, we choose Top Duck to create an image of a superior product amongst other brands.

Our Production Team will ensure the availability of our product and always aims for more efficient methods for meat processing. To manage the flow of supply closely, the team will have several farmers working as business partners under partnership contract letter. To ensure the performance of each individual in the company, recruitment, selection, compensation system, as well as training and development, will be provided, implemented and monitored by our own Human Resource Management Team. Our Finance Team will choose the right source for capital investment, arrange capital budgeting and manage the working capital, create strong relationship with investors, ensure the feasibility of each investment, and avoid excessive debt and equity. PT. Mitra Peking Nusantara will be supported by new technologies for poultry meat processing that allows the production process to be as

efficient. Therefore, the company will operate with the most efficient production costs.

Compared to the competitors, PT. Mitra Peking Nusantara's offers several advantages to customers which give enforcement on its position in the market as follows :

- Stock control and forecast demand system for customers to guarantee stock availability for both routine and non-routine orders.
- Owned chiller trucks and drivers for logistic flexibility and availability.
- Strong partnership with suppliers to ensure the flow of direct material, and with buyers to create higher sales revenue.
- Standardized meat processing technique as the company's ingredient to procure high quality frozen peking duck that meets Luxury Chinese restaurant standard. Through this advantage, the company will ensure the grade of the supply.
- The best management team with years of experience in the sphere of their job.

This business needs capital investment for procurement of land, building, equipment, machinery and vehicles required for production and distribution processes, of Rp 7.4 billion, which will be financed by our co-founders. Within the first year, the company is projected to make positive net profit margin of Rp 741 million, with payback period of 4 years 6 months.