

EXECUTIVE SUMMARY

Tea industry in Indonesia is very potential because of increasing trend of tea consumption which is supported by the adequacy of production as the seventh largest tea producer in the world. Indonesian high quality teas which have better benefits both for producers and consumers are usually distributed to export market and imported back in branded form. With current healthy lifestyle significant growth, especially for premium tea, PT Citra Wira Nusantara (CWN) sees this as an opportunity to develop JAVAS as Indonesian Premium Tea Brand, with JAVAS Silver as its first cold brewed-white tea product.

Partnership with Pusat Penelitian Teh dan Kina that produces innovation for Indonesian teas, enables competitive advantage. Targeting at *tea-needy* segment, PT CWN aims to open three distribution channels at Jakarta, Bandung, and Surabaya by the end of 2023. Other channels such as consignment with several stores that relate to our product values. Promotion mix strategy will be concentrated on public relation with 33% of marketing expense, followed by 25% for advertising to educate the market about white tea and product's benefit and encourage advocacy.

Certification of BPOM, ISO 9001:2015, and ISO 22000:2009 are acquired to guarantee product quality, with in combination with production procedure improvements. Production will be held at three distinct areas to minimize transportation and maintain product freshness. Lead capacity is chosen for capacity strategy and keep demand fulfilled 95% and improve defect rate from 5% to 3% in the fifth year of operation.

Strengthening the culture, HR department develops organization culture called RISE (Respect, Improve, Solid-team, and External) and detailed artefacts. Qualified human capital fulfillment is also targeted to reach 100% in the fifth year of operation, supported by layered recruitment process for filtering. Career enhancement system is also developed to increase competencies and benefits for our employees.

PT CWN aims to maximize value for our shareholder. By investing IDR 6.366.485.750, financial projection for most likely scenario has a positive NPV IDR 25.559.840.069 with 55,57% IRR which is higher than its cost of capital and 3 years and 3 months which is faster than the targeted period.