

## RINGKASAN EKSEKUTIF

Healthy Rush merupakan sebuah usaha catering sehat untuk anak usia 6 – 12 tahun. Healthy Rush memperhatikan kebutuhan nutrisi pada anak dengan menggunakan “Piring Makananku” sebagai pedoman dalam mempersiapkan bekal makan, hal tersebut bertujuan agar anak dapat tumbuh sehat dan mencapai potensi maksimal dalam menjalankan kegiatan sehari-hari. Healthy Rush hadir mengung nilai *Full Nutrition in Every Bite: We prepare homemade food and pursue healthy eating habit for your kids*. Visi dari Healthy Rush adalah *“to become Jabodetabek’s leading local brand for healthy food product that specialized for children”*.

Healthy Rush memiliki target pasar yaitu Ibu pekerja dan Ibu rumah tangga yang memiliki anak berusia 6 hingga 12 tahun dan berdomisili di daerah Tangerang Selatan. Target pasar dipilih berdasarkan permasalahan yang dialami oleh para ibu dari pangsa pasar yang dituju.

Industri catering mengalami peningkatan kuantitas selama beberapa tahun terakhir. Persaingan dalam industri catering dapat dikatakan cukup tinggi terutama dalam segi harga, sehingga Healthy Rush menawarkan harga yang dapat dijangkau oleh target pasar yaitu berkisar Rp. 25.000,- hingga Rp. 30.000,-.

Healthy Rush memiliki diferensiasi yaitu: memperhatikan seberapa banyak nutrisi yang dibutuhkan anak setiap harinya; Kemasan bekal makan Healthy Rush juga didesain agar menarik dan informatif bagi anak. Sisi menarik dan informatif dapat dilihat dari segi fakta menarik tentang kesehatan serta gambar animasi mengenai manfaat dari sayuran yang dikonsumsi.

## EXECUTIVE SUMMARY

Healthy Rush is a start-up catering company that specialized in healthy food for children aged between 6 to 12 years old. We focus on the daily nutritional needs by using “My Plate” as guidance to prepare our meal. It is done to help children grow healthy and reach their full potential upon performing daily activities. Our company’s value is Full Nutrition in Every bite: we prepare homemade food and pursue healthy eating habits for your kids. Healthy Rush’s vision is to become Jabodetabek’s leading local brand for healthy food product that specialized for children.

Healthy Rush targets both, working and full-time moms with children aged between 6 to 12 years old who live in the South Tangerang area. It is based on problems experienced by the target markets, based on the result of market research conducted earlier.

Catering industry has been on the rise for the last few years, and rivalry among competitors has been very tight, especially in terms of price. Healthy Rush offers affordable price for the target market at around Rp. 25.000,- to Rp. 30.000,-

Healthy Rush’s differentiate from others by paying attention on the number of daily nutrition intakes, required for children. Furthermore, we provide an attractive package for children, and add informative fun facts for in every meal. The informative fun facts also include animated pictures, and explanation, explaining the benefits of each vegetables consumed.