

## EXECUTIVE SUMMARY

In the wake of increasingly busy and highly mobile routines, society faces a difficult challenge in maintaining a healthy lifestyle. Regular exercise and the balanced diet consisting of nutritious foods such as fruits and vegetables are an integral part of a healthy lifestyle. However, a research conducted by The Indonesian Ministry of Health in 2007 showed that 93.6% of Indonesia's population are not consuming enough fruits and vegetables. Based on this fact, Fresh Fruit Factory want to increase awareness in society about healthy lifestyle that can be achieved with the consumption of highly nutritious food, especially fresh fruits, on a regular basis.

Fresh Fruit Factory produces smoothie bowl, which consist of smoothies made from yogurt and fruit, and complemented with toppings such as pieces of fruit, nuts, seeds, cereals, and granola. Because the texture is much denser than regular smoothies, smoothie bowl contains high amount of nutrients and fibre. Smoothie bowls are commonly made at home or sold for dine-in consumption. To adapt with the highly mobile lifestyles, Fresh Fruit Factory packaged the smoothie bowl in a food-grade paper packaging to maintain its quality and also to make it easier for consumers to consume the product on the go. Our smoothie bowl is all naturals, freshly prepared without preservatives, food coloring, and sweeteners.

The consumers segment of Fresh Fruit Factory are individuals aged 15 to 35 years old, men and women with high mobility (especially professionals and students) who want to take care of their diet, especially those who work out regularly.

The social economic strata of the target market is the emerging upper and the upper middle class of Indonesia

To reach the targeted consumers, Fresh Fruit Factory chose to participate in exhibition and event as its sales channel. In addition, Fresh Fruit Factory regularly held pre-order events as well, aiming to reach customers with professionals background who work in the business district of Central Jakarta. The main communication channel used by Fresh Fruit Factory are social medias such as Instagram and LINE@.

Fresh Fruit Factory started the business with a grand launching held at the first ever exhibition of food and beverages business in a student softball tournament. The grand launching were done on May 21, 2016, in the sport complex at Senayan, Central Jakarta. During the operational activities that span more than four months, from May to August 2016, Fresh Fruit Factory has participated in events with growing scales, ranging from community-only event (softball tournament), district level (pre-order at the Sudirman Central Business District), campus level (Creatifest in Kuningan City Shopping Mall), up to the a nationwide event (HYPE Market in Pantai Indah Kapuk, North Jakarta).

Throughout the various events, Fresh Fruit Factory has been getting very good responses from the event organizers and consumers alike. Considering all the good responses and the clearly growing business throughout those four months, it is concluded that the business of Fresh Fruit Factory is eligible to be maintained and developed.

## RINGKASAN EKSEKUTIF

Dengan perkembangan gaya hidup yang semakin sibuk, menjaga kesehatan menjadi hal yang sangat penting. Untuk menjaga kesehatan, diperlukan olahraga yang teratur dengan konsumsi makanan bergizi seperti buah dan sayur. Riset Kementerian Kesehatan pada tahun 2007 menunjukkan bahwa 93.6% penduduk Indonesia kurang mengonsumsi buah dan sayur. Berangkat dari latar belakang ini, Fresh Fruit Factory memiliki visi untuk meningkatkan kesadaran akan gaya hidup sehat, khususnya dengan konsumsi makanan penunjang gaya hidup sehat, khususnya buah-buahan segar, secara rutin.

Fresh Fruit Factory menyediakan *smoothie bowl*, yakni *smoothies* berbahan dasar yogurt dan buah yang dilengkapi dengan *topping* berupa potongan buah, kacang-kacangan, biji-bijian, sereal, dan granola. Karena tekstur yang jauh lebih padat dari *smoothies* biasa, *smoothie bowl* memiliki kandungan gizi dan serat yang sangat tinggi. *Smoothie bowl* umumnya dibuat di rumah atau dijual untuk dikonsumsi di tempat. Untuk mengimbangi pola hidup dengan mobilitas tinggi, Fresh Fruit Factory menyajikan *smoothie bowl* dalam kemasan mangkuk kertas yang praktis untuk dibawa dan dikonsumsi. *Smoothie bowl* Fresh Fruit Factory juga dibuat tanpa bahan kimia seperti pewarna, pengawet, atau pemanis.

Target konsumen dari Fresh Fruit Factory adalah individu berumur 15 hingga 35 tahun, pria maupun wanita, yang memiliki mobilitas tinggi (khususnya profesional dan pelajar) namun peduli dalam menjaga kesehatan, misalnya dengan mengikuti

komunitas olahraga atau *gym*. Segmentasi sosial ekonomi yang dituju adalah kelas atas dan menengah atas.

Untuk menjangkau target konsumen tersebut, Fresh Fruit Factory memilih acara pameran dan *bazaar* sebagai kanal penjualan. Selain itu, Fresh Fruit Factory juga secara rutin mengadakan kegiatan *pre-order* untuk konsumen dari kalangan profesional di area Jakarta Pusat. Media pemasaran utama Fresh Fruit Factory adalah media sosial berupa Instagram dan LINE@.

Fresh Fruit Factory mengawali penjualan dengan peluncuran bisnis yang dilakukan di acara turnamen *softball* pelajar pada tanggal 21 Mei 2016 bertempat di Pintu Satu Senayan, Jakarta Pusat. Selama menjalankan kegiatan operasional dalam bulan Mei hingga Agustus 2016, Fresh Fruit Factory telah mengikuti acara dengan berbagai skala, mulai dari komunitas (turnamen *softball*), area (*pre-order* di kawasan SCBD), kampus (*Creatifest* di Mal Kuningan City), hingga acara berskala nasional (HYPE Market di Pantai Indah Kapuk, Jakarta Utara).

Dari acara dengan berbagai skala tersebut, Fresh Fruit Factory telah mendapatkan respon yang sangat baik dan mengumpulkan berbagai *feedback* baik dari pihak *event organizer*, maupun konsumen. Dengan hal-hal yang menjadi pertimbangan tersebut, dapat disimpulkan bahwa bisnis Fresh Fruit Factory layak dijalankan dan dikembangkan.