

EXECUTIVE SUMMARY

Nowadays, snacks industry is a very promising industry because of modern snacks popularity that undeniably has stolen the spotlight from traditional snacks. This happened because there are several factors such as lack of traditional snacks innovation and small number of traditional snacks seller available in the market.

Knowing the facts stated above we have decided to solve those problems through leker combined with modern fillings so it can compete against the popular modern snacks. We also improve its quality that has been neglected by traditional snacks seller before. For example, we would improve its hygiene.

We have also confirmed market interest to traditional snacks and to leker through online survey that involved 114 respondent. As much as 87,7% respondent stated that they still have interest on traditional snacks but they found difficulty in finding the seller. Thus, we are confident that our project, Leker Hut, would achieve success because there is a need from the market and because of the high interest to our product. We have made the first year financial projection and it seems very promising at the end of the period with 22% ROA and 50% ROE.

Our first outlet is located at Maze Market at Jl. Mh. Thamrin No. 11, Cikokol, Tangerang. Maze Market is a market area that rent its spaces to tenants of food and beverage industry or of fashion industry. It has a 'night market' concept and is established by PT. Excel Trade Indonesia.

RINGKASAN EKSEKUTIF

Industri makanan camilan sedang sangat berkembang saat ini, terutama camilan modern yang tak dapat dipungkiri semakin menggeser posisi camilan *tradisional*. Kurangnya inovasi pada camilan tradisional serta semakin sulitnya mencari penjual camilan tradisional juga menjadi salah satu faktor tenggelamnya camilan tradisional meskipun peminatnya masih banyak.

Atas dasar permasalahan tersebut kelompok memutuskan untuk mempopulerkan kembali camilan tradisional melalui kue leker yang dikombinasikan dengan *filling* modern sehingga memiliki daya saing terhadap camilan modern. Kelompok juga meningkatkan kualitas – kualitas yang sebelumnya kurang diperhatikan oleh penjual camilan tradisional seperti higienitas produk.

Kelompok juga telah mengkonfirmasi minat pasar terhadap camilan tradisional dan terhadap kue leker melalui survei *online* yang sebelumnya telah dilakukan. Berdasarkan hasil survei yang melibatkan 114 responden, sebanyak 87,7% responden menyatakan bahwa mereka masih tertarik mengonsumsi camilan tradisional akan tetapi mengalami kesulitan menemui penjual camilan tradisional, sehingga kelompok yakin Leker Hut akan dapat berkembang pesat dikarenakan adanya kebutuhan dan tingginya minat pasar terhadap produk Leker Hut. Kelompok juga telah membuat proyeksi keuangan tahun pertama yang pada akhir periodenya ROA akan mencapai 22% dan ROE mencapai 50% sehingga kelompok yakin bahwa bisnis ini secara jangka panjang akan sangat menguntungkan.