

EXECUTIVE SUMMARY

Increase in demand of coffee shop service shows that drinking coffee in coffee shop become a new trend for Indonesian people varied from youngster to adult. Indonesia consumer's habit to spend time at coffee shop is expected to increase as the average value growth in this industry from 2010 to 2015 was 16.8% per year. As this industry grows, something unique and new is needed, which fulfill consumer's need to enjoy coffee drink and some food in not so expensive way, and the location of the coffee shop must be near their place.

PT Zalacco Indonesia Sejahtera sees this great business opportunity that the company makes several modern coffee shops which serve several product variants of coffee with salak seed as raw material. The company will make a *partnership* with home industry in Yogyakarta which can supply salak seed, and the salak seed will be produced in company's workshop to be salak coffee ground. Later on, salak coffee ground will be distributed to several Zalacco coffee shop to be processed into coffee drink by baristas for the end consumers. Consumers will experience coffee drink that has local taste and unique after taste in a coffee shop which represent local atmosphere in Yogyakarta, in a local price that is affordable by social coffee drinker and daily coffee drinker as company's target market.

Head office of PT Zalacco Indonesia Sejahtera will be located in South Jakarta, the workshop will be located in Yogyakarta, and the coffee shops themselves will be located in nine big cities in Indonesia. The head office location choice is based on easiness to manage the coffee shop which mostly located in capital city and its satellite cities, the workshop location choice is based on proximity to salak seed supplier, and the coffee shop location choice is based on population number and population growth.

PT Zalacco Indonesia Sejahtera projected to target 0.26% of coffee shop market in 2017, and 0.99% of market in 2021. To achieve the target transaction, the company will build consumer awareness by designing appropriate marketing mix and using best Customer Relationship Management to maintain consumer's loyalty. Company will provide best products and services by choosing best supplier to get the best and sustain raw material based on quality standard and develop product innovation periodically to adjust consumer's taste and industrial trend. Selecting the best employees are really crucial to company to reach company's objective. Company will compensate the employees which have complex tasks and responsibilities by giving good salary and benefits. Individual development is appreciated by giving regular training and development program.

Based on the financial projection, PT Zalacco Indonesia Sejahtera could obtain profit on the second year ammounting to 303 million Rupiah. The projection shows the first year revenue to reach 6.98 billion Rupiah and on the fifth year reach to 41.29 billion Rupiah. The gross profit margin will grow at 42.78% CAGR in the following five years. PT Zalacco Indonesia Sejahtera requires an initial investment of Rp 3,743,000,000.00 and additional investment of Rp 2,500,000,000.00 which will be financed 100% by investor. The business is expected to provide IRR 45% and NPV of Rp 8,513,481,192.00 at Weighted Average Cost of Capital (WACC) of 17.6%.