

## EXECUTIVE SUMMARY

Yogurt consumption in Indonesia has significantly improved in the recent years. A report by Euromonitor in 2013 suggested that yogurt consumption has doubled in volume within the past five years. The yogurt industry is forecasted to post a positive growth with an estimate consumption up to 89,7 million litres in 2015.

The opening of many frozen yogurt outlets has created the new hype in many of Indonesia's cities. Yogurt, which has been limited to the upper-class and expatriates in the past, now more than ever, gain popularity and acceptance. Along with the growth of familiar local producers such as Cimory and Yummy Dairy, the acceptance of yogurt is widely spread.

Aside from using dairy milk, yogurt can also be made from dairy alternatives such as soymilk. Yogurt that is made from soymilk is called soygurt, it has a similar method of production and contains more nutrition than dairy yogurt. More than half of the population in Asia is lactose-intolerant due to limited dairy in their diet. Apart from being a solution for lactose-intolerants and vegetarians, soymilk has a superior nutrition contents compared to its counterpart. It contains more vitamin A, vitamin B, and a substance unique to soybean called soy isoflavones. Research has shown considerable health benefits of consuming soy product to lessen cholesterol and the risk of cancer.

While soygurt has been manufactured commercially in developed countries, it is not the case for Indonesia. The majority of soy consumptions in Indonesia are in the form of fermented products such as tofu and a delicacy called *tempe*. Additionally, more and more Indonesians are aware of what they consume and opting for a healthier lifestyle.

PT Soya Prima Indonesia (SPI) is a company established to promote a healthy lifestyle through a balanced diet in Indonesia. We propose that even those with urban lifestyle can continue their healthy eating habit on-the-go with SoYoGo. SoYoGo is a refreshing, healthy and ready-to-consume soygurt. Within the first three years, consumers can enjoy two favorite forms of soygurt each with five winning flavors. SoYoGo will be distributed to modern trade accross six major cities in Java, aiming at the rising middle-affluent-customers population in urban cities so that our product provides a new level of convenience to our target market. With SoYoGo, we invite our consumers to 'Stay Young and Stay Healthy', everybody can now enjoy the same delicious creamy treats in a healthier alternative.

SPI will manufacture SoYoGo from soy beans to soygurt through a carefully designed process that is hygienic, safe, without preservatives and using only pure vegetable sources. SPI has crafted a marketing strategy that will communicate SoYoGo values effectively to our target market.

Our differentiation strategy puts forward the value in SoYoGo, crafting each of our functional division towards innovation and customer satisfaction with the aim of increasing the overall well-being of Indonesians. With the initial investment of 17.5 Billion Rupiah, SPI IRR value will be 37% with NPV of 18 Billion Rupiah and Payback Period of 4 years. SPI is ready to embark on an exciting journey in exploring this lucrative opportunity with SoYoGo.