

EXECUTIVE SUMMARY

"*Kelapa Kopyor*" is a genetic abnormality on coconut. One of the major indications of these abnormalities are the soft flesh usually detaches from the coconut shells, produces less coconut water, and creates unusual scent from the typical coconut. "Kelapa Kopyor" amongst many coconut variants has the highest economic value in Indonesia. Although there is a high demand of Kelapa Kopyor, in contrast to the limited supply and the length of distribution channel from the farmers to consumers, causes the lack of production capacity to fulfill demands from domestic and international market. The distribution inefficiency causes the selling price of "Kelapa Kopyor" triples compared to the regular coconut which reaches Rp 45,000/piece for direct consumers and Rp 15,000/piece for farmers. To address the increasing market demand, this Business Plan illustrates the market analysis and introduces "Kelapa Kopyor" product in ready-use packaging through a company set-up of PT Kopyor In Pack (PT KIP).

PT KIP will produce a ready-to-drink "Kelapa Kopyor" with coco pandan in cans packaging of 250 ml and pitcher size of 1000 ml. This innovation of Kelapa Kopyor is categorized as soft-drink industry of concentrated juice. The company is focusing the sales target between 2014-2018 to major cities in Jawa-Bali with population age of 20-49 years old with monthly expenditures more than Rp 1,500,000 (SES A, B, and C1). For the next five years, the target is to expand to big cities in Sumatra, Kalimantan, and Sulawesi.

To keep a running stock and supply quality of Kelapa Kopyor, plantation and packing management should be implemented since the first year of production planning. The usage of best quality seeds as well as replanting method to unproductive plants in addition to providing an extra 20% to supply chain is the key to keep a balanced stock of Kelapa Kopyor. Efficiency in plantation operational enhances the production of Kelapa Kopyor with compatible price compared to those produced by traditional farmers.

Dedicated and reliable human capital, farmers to corporate executives, will enhance PT KIP's vision to be the primary producer of ready-made kelapa kopyor drink in Indonesia. Smallholdings plantation program will be implemented to ensure the readiness of coconut product supply. PT KIP uses an integrated management system to maintain all partnering plantations and farmers including farm management, operations, and marketing to preserve plantation quality and its production continuity.

PT KIP implements a few financing options such as financing structuring, ownership structuring, investment strategy, operational strategy, and dividend strategy to support small capital enterprises (with initial capital investment up to 45 billion rupiah until the fifth year), achieve company business strategy with optimum income and growth along with efficiency (positive NPV, IRR >10% to 18% in the sixth year), and continuously increasing shareholder value.