

EXECUTIVE SUMMARY

Based on data from Indonesia Central Bureau of Statistics, percentage of Indonesia citizen who has health issues have shown increasing trend. Health issues happen due to lots of factors such as life style, environment issue and consumption pattern. Modern society with lots of activity tends to consume food with unbalance nutrition or junk food. On the other hand, environment factor such as air pollution, which is source of free radical, is dangerous for our health.

To overcome those problems, lots of people consume food supplement. Unfortunately, the food supplement is expensive and most of supplement cannot fulfill all nutrition needed by human body. One of food supplement that has all nutrition needed is Spirulina. Spirulina is spiral shaped algae with rich food sources such as Protein, Fat, Vitamin (except Vitamin C), Carbohydrate and Minerals. Most of Spirulina in the market was imported from China, Japan, India and United States. This make the Spirulina products become expensive and can only consume by middle up class citizen.

PT Spirulindo Care as an Indonesia Company would like to develop the potential of Spirulina cultivation in Indonesia. The Company cooperates with researcher from Bogor Agricultural University who has formula of cultivation media which can maximize the Spirulina harvest result and quality. The Company use toll manufacturing company for packaging to minimize the capital expenditure needed and keep complies with Good Manufacturing Practice (GMP). By having Spirulina cultivation in Indonesia and use toll manufacturing for packaging, the Company can produce Spirulina food supplement with lower cost so that people with Social Economic Structure (SES) B and C can purchase

and enjoy the benefits. The Company product named Excellen C which content Spirulina and Vitamin C.

The financial projection of PT. Spirulindo Care during six years operation indicates an NPV with net book value method of IDR 21.48 billion and discounted payback period of 4.38 years (for most-likely scenario). These result in MIRR of 31%, which is higher than the required cost of capital at 18%. The Company started to have positive return on equity on the second year of operation at 20% and keep increasing to 44% on the sixth year of operation. Starting from the fourth year of operation, dividend will start being distributed to the shareholders with the amounts of 30% from the net profit and increasing to 50% from net profit at the sixth year of operation.

