

EXECUTIVE SUMMARY

Indonesia is the third largest producer of cocoa beans in the world. However, the majority of cocoa beans exported abroad at low prices so the cocoa farmers don't get the appropriate results of their hard work. PT Celebes Cokelatindo is founded to take this opportunity to help the farmers by buying the cocoa beans with premium price and turning them into premium chocolate called "Celebes Chocolate". Also, by giving the suitable knowledge on how to nurture the cocoa plant to get high quality beans.

As a result of recent government regulations on the cocoa beans export tax, the chocolate confectionary industry in Indonesia is resuming its activity and many of the chocolate producers are increasing their production capacity. Also, the absorption of chocolate products is increasing due to the increase of purchasing power and lifestyle changes in Indonesia.

The company will use Trinitario type of cocoa beans, which is a fine quality cocoa which high on fat and high melting point, from a cocoa cultivation in Palu, Central Sulawesi. PT Celebes Cokelatindo will cooperate with PT Freyabadi Indotama to convert Trinitario beans into chocolate block with smoothness level of 18 microns. Afterwards, the chocolate block will go through tempering process to keep the quality consistent, molding and packaging process, and then the products are ready to be sold.

Celebes Chocolate will be positioned as premium chocolate from Indonesia that offers real chocolate contains 100% cocoa butter with great taste, smooth texture and form, also attractive packaging suitable for the target market, which are middle upper class women who love to eat chocolate on daily basis. Using the focus differentiation strategy, Celebes Chocolate will be available in a store located at Jalan Senopati, Jakarta, and also premium retailers in Jakarta, Tangerang, and Bekasi.

For starters, PT Celebes Cokelatindo requires initial investment of Rp4.356.138.447 to develop workshop, office, buy machine and production equipment, and for short-term working capital funding. With this amount of expenditure, PT Celebes Cokelatindo expects to

reach payback period within 5 years and a month. After calculation, the net present value (NPV) is about Rp2.920.720.278 with Internal Rate of Return (IRR) is equal to 38,6%.

In conclusion, this business plan has both appeal and feasibility, in terms of growing industry, potential market, high quality products, and financial benefit to be obtained. Other than that, the company will contribute in developing the Indonesian chocolate industry which will have a good social impact on the cocoa farmer's well being.

