

## RINGKASAN EKSEKUTIF

Nuttitude merupakan usaha di bidang *food and beverage* khususnya makanan ringan. Berdasarkan riset, kami melihat adanya peluang yang dibuktikan dengan data dari Statista (2022) bahwa tingkat pertumbuhan industri makanan ringan diproyeksikan mengalami peningkatan dari \$10 miliar USD menjadi \$53 miliar USD dari tahun 2022 hingga 2026. Data Riset Kesehatan Dasar (2018) juga menyatakan bahwa 95% orang Indonesia kekurangan konsumsi serat dan mengonsumsi protein di bawah standar. Oleh karena itu, Nuttitude hadir sebagai camilan yang tidak hanya lezat, tetapi juga praktis dan bernutrisi.

Nuttitude merupakan singkatan dari slogan "*nuts with an addtitude*" dengan produk kacang almond dan *cashew* yang disatupadukan dalam ukuran *bite-size* yang unik dan kaya akan protein. Nuttitude dikemas dalam *ziplock bag* dengan berat 100 gram dengan 3 varian rasa yaitu The Realest, Be Salty, dan Hot Stuffs. Nuttitude menargetkan *market youth* dan *young professional* dengan rentang usia 18 hingga 34 tahun yang berdomisili di JABODETABEK dengan segmen ekonomi SES A.

Nuttitude memiliki visi menjadi perusahaan makanan ringan kacang yang unggul di Indonesia dengan mengedepankan kualitas dalam proses produksi, produk, serta pelayanan yang diturunkan menjadi nilai-nilai perusahaan yaitu kualitas, kejujuran, dan inovasi. Nuttitude diproyeksikan memiliki rasio *profit margin* sebesar 36,11% dan diproyeksikan mencapai BEP dalam waktu 4 bulan. Selama beroperasi, Nuttitude telah mengikuti bazar, menjual 708 produk, melakukan pelatihan ke masing-masing divisi dan telah memiliki sertifikasi P-IRT. Dari proses analisis dan implementasi bisnis, kelompok mempelajari pentingnya kerja sama antar divisi, *planning* yang matang, konsistensi kualitas produk, dan berinovasi dengan mendengarkan *feedback* konsumen.

<b>Kata Kunci</b>	:	Makanan ringan, kacang, <i>bite-sized</i> , <i>crunchy</i> , <i>protein</i> .
<b>Bidang Usaha</b>	:	<i>Food and Beverage</i>

## EXECUTIVE SUMMARY

Nuttitude is a business in the field of food and beverage, especially snacks. Based on research, we see an opportunity as evidenced by data from Statista (2022) that the growth rate of the snack food industry is projected to increase from \$10 billion USD to \$53 billion USD from 2022 to 2026. Basic Health Research Data (2018) also states that 95 % of Indonesian people consume less fiber and consume substandard protein. Therefore, Nuttitude is here as a snack that is not only delicious, but also practical and nutritious.

Nuttitude is an abbreviation of the slogan "nuts with an addtitude" which reflects the product served, slices of almonds and cashews combined in bite-size and rich in protein and fiber. Nuttitude is packaged in a 100 gram ziplock bag with 3 flavors, namely The Realest, Be Salty, and Hot Stuffs. Nuttitude targets the youth market and young professionals with an age range of 18 to 34 years who are domiciled in JABODETABEK with the SES A economic segment.

Nuttitude has a vision to become a superior peanut snack company in Indonesia by prioritizing quality in the production process, products and services which are translated into corporate values, those are quality, honesty and innovation. Nuttitude is projected to have a profit margin ratio of 36.11% and is projected to reach BEP within 4 months. During its operation, Nuttitude has participated in bazaars, sold 708 products, conducted training for each division and has P-IRT certification. From the process of business analysis and implementation, the group learned the importance of cooperation between divisions, careful planning, product quality consistency, and innovation by listening to consumer feedback.

<b>Keywords</b>	:	Snack, nut, bite-sized, crunchy, protein.
<b>Field of Business</b>	:	Food and Beverage