

RINGKASAN EKSEKUTIF

AMA TAUCO merupakan sebuah bisnis *startup* yang bergerak dalam bidang *food and beverage*, terutama dalam industri bumbu masakan instan berbahan dasar tauco yang tidak mengandung pengawet, pewarna, perasa buatan, maupun MSG. AMA TAUCO bertujuan menjadi pilihan utama sebagai bumbu masakan instan yang praktis bagi masyarakat dengan pola hidup sehat. AMA TAUCO merupakan anggota komunitas Gabungan Produsen Makanan Minuman Indonesia (GAPMMI). Komunitas ini membantu AMA TAUCO lolos kualifikasi untuk mengikuti program pemerintah, Indonesia Spice Up The World (ISUTW). Bumbu AMA TAUCO sudah mendapat klaim *gluten-free*, memiliki izin PIRT, dan sertifikat Halal.

Untuk produk AMA TAUCO sendiri terdapat 3 varian rasa, yaitu kaldu jamur, kaldu ayam, dan kaldu sapi. Varian rasa jamur AMA TAUCO tidak memiliki kandungan hewani sehingga aman digunakan untuk vegan atau vegetarian. Setiap bungkus AMA TAUCO terdiri dari 2 bumbu berupa bumbu tauco dan bumbu varian rasa kaldu pilihan, dengan ukuran 121-132ml. Satu bungkus bumbu memiliki harga jual mulai dari Rp45.000,00. Dengan harga tersebut, kelompok kami mendapatkan *gross profit margin* sebesar 37% dari setiap bungkus yang terjual. Kegiatan penjualan akan dilakukan secara *offline* lewat outlet *supermarket* dan *online* lewat media sosial dan *E-commerce*. Sejauh ini, AMA TAUCO berhasil menitipkan produknya ke 2 *outlet supermarket* dan 1 restoran. Kegiatan produksi dan penyimpanan stok produk AMA TAUCO terletak di Kelapa Gading, Jakarta Utara.

Kata Kunci	:	Bumbu masakan, instan, kaldu, pola hidup sehat, tauco
Bidang Usaha	:	Food and Beverage

EXECUTIVE SUMMARY

AMA TAUCO is a startup business engaged in the food and beverage sector, especially in the instant cooking seasoning industry made from tauco which does not contain preservatives, coloring, artificial flavours, or MSG. AMA TAUCO aims to be the first choice as a practical instant seasoning for people with a healthy lifestyle. AMA TAUCO is a community member of the Gabungan Produsen Makanan Minuman Indonesia (GAPMMI). This community helps AMA TAUCO qualify to join the government program, Indonesia Spice Up The World (ISUTW). AMA TAUCO seasoning has received a gluten-free claim, has a PIRT permit, and is Halal certified.

For the AMA TAUCO product itself, there are 3 flavors namely mushroom broth, chicken broth, and beef broth. The AMA TAUCO mushroom flavor variant has no animal content so it is safe to use for vegans or vegetarians. Each AMA TAUCO pack consists of 2 seasonings in the form of tauco seasoning and selected broth flavored seasonings, with a size of 121-132ml. A product has a selling price starting at IDR 45,000.00. With that price, our business gets a gross profit margin of 37% from each pack sold. Sales activities will be carried out offline through supermarket outlets and online via social media and E-commerce. So far, AMA TAUCO has succeeded in entrusting its products to 2 supermarket outlets and 1 restaurant. The production and stock storage activities for AMA TAUCO products are located in Kelapa Gading, North Jakarta.

Keywords	:	Broth, cooking seasoning, healthy lifestyle, instant, tauco
Field of Business	:	Food and Beverage