

## RINGKASAN EKSEKUTIF

Lotato adalah proyek bisnis yang menawarkan produk kentang panggang yang menggunakan berbagai macam saus dari kultur kuliner. Produk unggulan dari Lotato adalah varian saus *mushroom* dan *original*. Pendiri Lotato melihat adanya peluang dalam industri FnB terutama dalam pasar kentang dikarenakan kurangnya variasi produk yang tersedia, mayoritas olahan yang digunakan tidak sehat, dan kentang cepat dingin, mengurangi kenikmatan dalam mengonsumsi. Maka dari itu Lotato menyediakan kentang panggang dengan berbagai variasi saus, yang di bungkus dengan aluminium untuk menjaga kehangatannya.

Berdasarkan riset, Lotato menargetkan masyarakat Tangerang berumur 20-29 tahun yang berada di kelas sosial B dan C yang memiliki VALS *innovator* dan *experiencers*. Produk Lotato dijual seharga Rp32.000. Lotato membuka cabang pertama di Pasar Modern Intermoda. Dalam upaya mendapatkan *market share*, Lotato membuat promo pembukaan bisnis dan juga aktif dalam beriklan di sosial media serta aplikasi kurir makanan daring.

Modal awal yang disiapkan untuk menjalankan Lotato sebesar Rp25.000.000. Lotato juga memproyeksikan *payback period* di 12 bulan 13 hari. Selama Lotato beroperasi, Lotato berhasil menjual 1.590 unit atau setara dengan Rp50.880.000 ROA dan ROE Lotato berada di angka 7,6%.

<b>Kata Kunci</b>	:	Camilan, Kentang Panggang, Sehat, Variatif, <i>barat</i>
<b>Bidang Usaha</b>	:	<i>Food &amp; Beverage</i>

## EXECUTIVE SUMMARY

Lotato is a business project that offers baked potatoes with a wide range of culinary sauces. Its flagship varieties include mushroom and original sauce. The founder of Lotato recognized a promising opportunity in the FnB industry, particularly in the potato market, due to the lack of product diversity, predominantly unhealthy options, and the issue of potatoes losing their warmth quickly, thereby reducing their enjoyability. Consequently, Lotato provides baked potatoes with a variety of sauce options, carefully packaged in aluminum to maintain their temperature and ensure a delightful eating experience.

According to research, Lotato targets the 20-29-year-old population in Tangerang, specifically those in the socio-economic status (SES) categories of B and C, who possess VALS attributes of innovators and experiencers. Lotato's products are priced at Rp32.000. The first Lotato branch was opened at Pasar Modern Intermoda. To gain market share, Lotato launched an opening promotion and actively engages in advertising through social media and daring food delivery applications.

The capital prepared to launch Lotato was Rp25.000.000. Lotato also projects that the payback period would be in 12 months and 13 days. During the entirety of Lotato's operational activities, 1.590 units or equivalent to Rp50.880.000 was sold. Lotato's ROA and ROE is 7,6%.

<b>Keywords</b>	:	Snacks, Baked Potatoes, Healthy, Variative, Western
<b>Field of Business</b>	:	Food & Beverage