

Executive Summary

The needs of healthy food for toddlers is expected to gain popularity in the future. With the increasing growth of Indonesia economy, parents' awareness to maintain toddlers' nutritional intake combined with new lifestyle that puts forth practicality, has become a necessity. However, modern society with their busy activities has less time to prepare healthy food for their toddlers on their own.

Healthy food for toddlers currently offered in the market, offers a relatively wide variety of menu and some of them provide additional nutritional value information on their packaging. However, in order to fulfill the market demand of healthy food for toddlers need to consider nutritional balance, attractive design, and practicality.

By recognizing this business opportunity, PT. Ancas Waluya offers toddler food products to answer the needs. This product, which is safe for consumption by toddlers, will be sold in public areas so that it will become a main choice for parents. The company's target market is full nest I family with socialite characteristics, often take their family to public areas (mall) and comes from middle-high class economy. They have high awareness of the importance of healthy and nutritious food for their toddlers.

PT Ancas Waluya's general strategy is focus differentiation which puts forth the competitive advantage with product differentiation through the product's attributes, which are: healthy and nutritious, hygienic and safe packaging, attractive design for parents and toddlers, friendly and informative staff and fun environment. The number of untapped market opportunity in 2012, which is 186.319, become one of the good



opportunity for the company to enter the market. To speed up market penetration – as a new product – offensive marketing is chosen as the generic marketing strategy to achieve sales target of 20% of market demand by the end of year five. By executing this strategy, marketing ROS (Return on Sales) will have 25% increase by the first year and up to 47% by the end of fifth year.

From operations perspectives, the company continues to increase their activities efficiency and optimization of production process and lower rejection rate from year to year. With this effort, company's Gross Profit Margin will increase from 44% by the first year up to 51% by the end of fifth year.

The competency and motivation of the human resources are very crucial to support the company vision, mission and objectives. Therefore, the Human Resources Department focuses on the alignment of job specification with employees skills to achieve work effectiveness and efficiency both in operational and managerial level. Standard operating procedure, performance evaluation system and reward system need to be consistently applied to achieve company goals.

The financial strategy focuses on the effort to increase shareholder value and to give return as expected by the shareholders. To be able to run this business plan, requires an initial investment of Rp. 15 billion with average cost of capital 19,74%. Based on the result of investment eligibility test on the financial report projection for the next five years, this business plan yields NPV (Net Present Value) of Rp. 13.4 billion and MIRR (Modified Internal Rate of Return) of 30% and with Payback Period of less than 5 years. Therefore, it can be concluded that this business plan is very promising and feasible to implement.