

Executive Summary

Globalization and capitalism have forced many people around the world to be adapted with many changes, including lifestyle. This changes have numerous side effects, both positive and negative. One of the negative aspects resulted from the lifestyle changes from generation to generation. While campaigning to influence habitual changes in people's diet has been around, degenerative illness recently becomes popular endemic.

National Health Survey conducted in 2012 mentioned that 14,2% Indonesians have metabolic syndrome problems. The number reaches up to 35,5 million people. Later from various surveys concluded the root cause of the metabolic syndrome problem increases are due to the unhealthy lifestyle from diet consumption and little exercise.

PT HiPro Soya Indonesia (HSI) is challenged by the situation and come up with innovative and scientifically proven products that will help Indonesians gain the health back. We differentiate our products by providing affordable supplement from soy isolate protein in powder form at very reasonable price, no fat, lactose and calorie contains. We will be launching products target into two different segments. Our first targets are people with severe metabolic syndrome, the second are those who have lactose intolerance. Our products will have 200 gr and 400 gr package with four flavour of choices, i.e. vanilla, chocolate, strawberry and cappuccino; all of them have no sugar however they still have a great taste.

We are aiming to target 10% market share in the first two years of our launch with total investment of 10 billion rupiah. Funding will be 80% contributed by the shareholders and the rest will make use of bank loan with WACC 16,71%. Our plant will be located in Cileungsi, Jawa Barat.

We believe that we will have a very promising future in this business as the scenario calculation is NPV at 21,3 billion, IRR 30,8% with discounted payback period of four years and three months.