



EXECUTIVE SUMMARY

Demand for beef in Indonesian market is increasing along with the increasing number of people in each province, especially in Java Island's provinces. Currently, beef in the market has reached its high complexity level that marked by a presence of variety and levels of quality and price. In general, the higher the quality and types of beef, the higher the price that should be paid by consumers. A high quality beef is beef that has texture with a balance of meat and fat.

High quality beef cannot be reached in affordable price by the public; hence, a high quality beef such as wagyu only can be consumed by upper classes. Therefore, PT Graha Anugerah Niaga (PT GAN) established to fulfill a high quality beef market demand through its products from its livestock that conducted intensively and integrated, starts from superior cattle seed selection until a standardized slaughtering. In addition to that, the quality is also produced through a series of technology derived from research conducted by the company as well as cooperation with other institutions.

In the implementation, PT GAN has four pillars that build the company. First pillar is the marketing department that has tasks to establish and maintain brand image that created by PT GAN in the mind of its customers and consumers. Providing services through good relationships in order to create loyalty, especially to customers. Ensuring the company's sales target achieved for each period. These tasks are integrated with the main marketing strategy which is offensive strategic marketing such as visiting prospective retail customers and participate in exhibitions and trade show. This strategy is based on the analysis conducted in the national beef market.



The second pillar is Operation department has high responsibility in maintaining the products quality and technology planning that will be used. The resulted beef quality must comply the standard of sales, which is the local beef is equivalent, or more, compared to wagyu beef grade 5. Technology planning is done through research and development on the type of cattle used, type of feed given, until the proper cattle feed mixture. Research and development is conducted to maintain beef quality and fulfill beef supplies will be sold, and improve the performance of the meat production to operate effectively. Livestock and head office will be built in Sukabumi, West Java.

The next third pillar is human resource department. The department is responsible for maintain the level of employee turnover remains low, salaries and benefits plan for employees, and considering the needs of employees in accordance with the needs of each department.

The fourth pillar is finance department that is responsible to collaborate and coordinate with other departments function in operational activities, manage capital owned by the company in investment activities, and provide maximum value to shareholder in financial activities either in short – term or long – term. Business feasible analysis shows a positive figure on the NPV (up to more than Rp. 40 mio), with a payback period of 6 years. Through the *Most Likely* scenario, IRR equity obtained reaches 40% greater than its cost of equity 20%. Therefore, this business can be considered as a business that offers benefit and decent run.