



Executive Summary

Indonesia is a country in Southeast Asia known of its richness of natural resources. One of the most popular natural resources known from Indonesia is seaweed. Indonesia is one of the main exporters of seaweed in the international market because Indonesia has a lot of good locations to cultivate it. The most popular types of seaweed in Indonesia are *Gracillaria Sp* and *Euchema Cottonii*. Seaweed contains high amount of fiber and minerals that are useful for human body such as iodine, tannin, etc. Besides that, seaweed is well known for reducing the risk of coroner and stroke diseases, preventing obesity, and preventing the growth of cervical cancer cell for women.

Indonesians are not familiar with the daily use of seaweed because the finish product of seaweed is rare in the market. Therefore, PT. Alga Jaya Abadi wants to launch a new product for Indonesian market which is called Alga Tea. Alga Tea will become the first ready-to-drink tea made from seaweed. It will use *Euchema Cottonii* as the basic ingredient of the product. PT. Alga Jaya Abadi will use focus differentiation strategy as the generic strategy to compete with competitors.

In order to make Alga Tea successful in Indonesian market, there are four main functions that will support each other, such as Marketing, Operation, Human Resources, and Finance Department.

Marketing department will be responsible to market Alga Tea for consumers. The primary objectives for marketing Alga Tea are achieving 1% market share in the tea ready-to-drink industries within five years through increasing of sales approximately 30% every year and maintaining the retention rate 75% every year. Alga Tea will appear in three variant product in the first year, which are original, honey, and lemon. It will be sold in modern trade channel with the higher-end price



Rp 5.000,00. Education becomes one of the main marketing activities in order to familiarize the advantage of seaweed and the product so it can achieve 80% of brand awareness within five years.

Operation department will responsible to produce the product with high quality standard such as 1 – 2% defect rate. They will also be responsible to develop new variant of products through R&D facility. Fulfilling the quantity demanded by the market is also the priority for this department through the management of inventory and capacity planning. The factory and management office of Alga Tea will be established in Cikarang.

Human Resources department will responsible for man power planning in every department of PT. AJA. The recruitment of the right person for the right position will become one of the key successes for PT. AJA. The enrichment of employee through career development and training will be designed, monitored, and executed by this department. Maintaining the welfare of employee through fair compensation and benefit will ensure the employee turnover below 5% every year and satisfaction rate of every employee around 80%.

Finance departement will responsible to arrange four financial main policies which are investment policy, funding policy, working capital management, and dividen policy. PT AJA will have initial investment at approximately IDR 15,5 billion and expects to have discounted payback period of 4,38 years. PT AJA will gain positive income starting on the second year at the amount of IDR 344 million and will continue to rise through the fifth year at the amount of IDR 8,4 billion. Shareholders will gain dividen starting on the third year and will have 50% of dividen payout ratio on the fifth year. This succesful financial performance will record the business to have NPV of IDR 5,8 billion with IRR at 24,34% in the first five years period.