

## EXECUTIVE SUMMARY

Sugar has been an important part in people's life. In almost every food industry uses sugar as their main ingredients in delivering consumer's products. Recent findings shows sugar that comes from palmyra trees (palm sugar) are healthier than those comes from sugar cane in addition also palm sugar that comes from lontar tree is among the best qualities of them all. Food producers have relied their products on this palm sugar namely Soy Sauce industry, *Asian Speciality Drinks*, and other known use such as for sweetener and bakery. However facts show that there are only a few or fragmented people that produces a highly reliable palm sugar for these food producers.

Based on opportunity given above, PT Lontar Sejahtera is willing to grab the opportunity by providing leverage of lontar trees and its farmers. As lontar palm sugar producer, PT Lontar Sejahtera can help the social problem that already exist in the market and help the food producers that relies heavily their raw materials on industrial quality palm sugar. This will give PT Lontar Sejahtera an opportunity to grow and expand the market progressively during the years. In doing the business, PT Lontar Sejahtera will use *focus cost* as generic strategy to handle competition in the industry.

### Marketing

The objective of marketing department is to provide product awareness of lontar palm sugar by being a reliable palm sugar producer for food industry. The main positioning of PT Lontar Sejahtera is to provide 'conformance' of its product by having hygienic factors, standardized water content, low sediment, and guaranteed minimum defect products under 5%. Target market of PT Lontar Sejahtera is Soy Sauce producers and *Asian Speciality Drinks* mainly in Java Island. It is expected that PT Lontar Sejahtera will grab 18% of its total market potential with ROS increasing from 25% to 40% within 10 years.

## **Operations**

The objective of operations department is to provide a reliable and quality product according to market requirement effectively and efficiently. In order to provide an acceptable industrial quality, PT Lontar Sejahtera uses the SII standard as a guideline for standardized industrial quality. These objectives are implemented by setting a target of quality control, minimized defective products, and efficient production process, increasing supply with the cooperation of LIPI and IPB. The company will establish its manufacturing facilities in Kecamatan Sulang, Kabupaten Rembang, Central Java.

## **Human Resources**

Human resources department will support the business function by providing guidelines and standard procedures for employees in how to conduct in work environment. It is also functions as a collaborative department between others functional department marketing, operations, and finance in order to provide the best candidate to increase the value of the company therefore improving the company growth and retaining the best and loyal employees. Human resource will ensure the good compensation and benefit through the human resource planning from salary, trainings, bonus, and career path development for roles in each department.

## **Finance**

Financial department will function as a controller in the business by having a planned budget for each department that will improve the company's growth. It is also responsible in designing short terms and long terms target in creating a sustainable business development. Based on feasibility analysis showing a positive return of NPV (Rp 19.7 Bio) with a payback period of 5 years and IRR of 29.5% which is above of the cost of capital (15.6%), in which shows this business is potential and feasible to be developed.