

EXECUTIVE SUMMARY

PT Kurmindo Global is a dates juice manufacturing company. The company's product will be marketed with the brand Nashita, which has a meaning of "energetic and full of spirit". This meaning is consistent with PT Kurmindo Global vision, which is to produce products that offers health benefit for the consumers.

To fulfill the needs for practical healthy goods, Nashita falls under the type of ready to serve fruit juice. The product will comply to *Standar Nasional Indonesia* (SNI) and other regulations that are applied to ready to serve fruit juice industry. The main raw material used is Sayer Dates, which is imported from Saudi Arabia. Other supporting materials are Fructose and Glucose, which are often used as natural preservatives for fruit juice.

Ready to serve fruit juice market is growing and thus, attracting new players to the industry. One of the main reasons for consumers in buying ready to serve fruit juice is because it is perceived to offer benefit for health. Considering this, PT Kurmindo Global chose to exploit business opportunity by entering the market with ready to serve Dates Juice. The reason for PT Kurmindo Global to use dates is because the fruit contains more complete vitamins and minerals than any other juice that exist in the market. The target of Nashita is health-concerned middle to upper socio economy class. They have a strong consideration in product's quality and benefit.

The company will use Differentiation as its generic business strategy. Implementation of this strategy is applied to all aspects of the business. One of the key success factors of this business is to maintain a stable supply of raw material (dates fruit), since it is imported. The company has established a strategic partnership with Al-Madina Dates Co. in Saudi Arabia. This partnership will ensure dates supply for the company with relatively lower price, but has good quality, that meets the production standards, for ten years. The owner of Al-Madina Dates Co. will also join PT Kurmino Global as one of the investors.

PT Kurmino Global employs a high quality control in its presence from raw materials to end product; can accommodate zero-waste manufacturing process; and will continuously try for innovation, not only in developing a lean and efficient production process, but also in developing new products.

PT Kurmino Global's ready to serve dates juice business plan is eligible to run. On the most likely scenario, the NPV obtained is 26 billion Rupiah, IRR 35.78% and MIRR 65.48% (more than the weighted average cost of capital of 23%). The payback period is 2.66 years and the discounted payback period is 1.97 years.