

## EXECUTIVE SUMMARY

Society in the modern era wants everything fast-paced and practical, including the purchase of food. Therefore, it needs food packaging that are practical and easy to carry. Fast food packaging is now very diverse, such as Styrofoam, cardboard boxes, plastic, eco-friendly plastics, and paper. Existing packaging in the market has a major weakness that is harmful to human health and damage the surrounding environment.

Considering the various shortcomings that exist in the food packaging, Rusman Sudaya, an Inventor of food packaging technology with Thermo Mechanical Process of the basic ingredients of palm waste that produces fast food packaging that is safe for health and eco-friendly. Food packaging was named Amala which means "pure" in Sanskrit. Currently, palm waste in Indonesia is very abundant up to 15.2 million tons of solid waste per year and only used for composting of less economic value. Rusman Sudaya's invention is supported by the high demand for fast food packaging that safe for health and eco-friendly. The high demand for food packaging are practical, safe for health and eco-friendly which is supported by the abundance of palm waste, into the background of a business plan for ready-to-consume food packaging.

In this business plan, when the analysis of demand and supply in food packaging is seen, then it may occurs excess supply. However, there is still opportunity space in food packaging industry with a different strategy with the current players. The main strategies that will be used for this business plan is the Focus Differentiation by targeting upper middle class restaurants.

This business plan, will set up a company under the name PT Amala Bumi Food Packaging (PT ABFP) with a vision to become a leading company in Indonesia in food packaging industry that promote safe products for healthy and eco-friendly. As already mentioned above, the company will use Focus Differentiation strategy that offers a superior product in ready-to-consume food packaging with safe for health and eco-friendly benefits. Variation of products that offered by Amala is clamshell and Amala Box.

The company has a marketing division, operations, human resources, and finance. For the marketing division, the goal is to increase market share in fast food packaging industry, increase product sales growth Amala, as well as build brand awareness in the minds of the consumer. The company will target business customers middle to top restaurants, especially restaurants and cafes on Java, Sumatra, and Bali area with medium level of consumption of fast food packaging, Benefit sought on the quality and economical. PT ABFP positioning is "Amala as a ready-to-consume food packaging with health and eco-friendly benefits, which is aimed at middle-and upper-class restaurants who care about health and the environment". For pricing, the company will use the method of Perceived-value pricing because based market survey, the majority of upper middle-class restaurant would like to buy with a price range of Rp 200-500 for a clamshell, and Rp 500-700 for cardboard boxes. The company will set the price of Rp 350 per piece for clamshell and Rp 600 per piece for Amala Box. Promotion of Amala products are using various media, such as printed media, internet, electronics, sales promotion, events and sponsorship, and also public relations.

Operating divisions, the goal is to optimize the production process, storage, handling, and supervision of product quality, and distribution of products in order to provide maximum satisfaction to customers so that business profitability and company stability can improve. The general strategy of PT ABFP operating divisions refers to company generic strategy Focus Differentiation strategy of products that need to be supplied must have a competitive advantage in the eyes of the business consumer which is middle to the upper class restaurant. Competitive Advantage of the company is owned by patents on food packaging products which are eco-friendly and safe for health made from palm waste by Thermo Mechanical Process (TMP). For Quality Improvement, the company use the method PDCA and for Quality Assurance, PT ABFP will apply for certification from the BPOM and WWF Indonesia. To maintain the quality of the production process, the company will use the concept of 5S (Seiri, Seiton, Seiso, Seiketsu, and Shitsuke). For distribution, the company will use the warehouse and logistics services to the branch and then use the boxcar for delivery to business customers. The company will establish offices and central warehouse in Industrial Area Sekunyit Bengkulu, for branch offices and warehouses will be established in Jabodetabek, Bandung, Surabaya, Semarang, Medan, Palembang, Pekanbaru, and Denpasar.

Human Resources division, in general, aims are to ensure that the organization capable of achieving the goals and objectives through high quality human resources. This division will ensure the availability of human resources as needed up to 100% through the integrated recruitment process, maintaining the good level of employee turnover and employee satisfaction, provide programs for training and employee development, implement performance appraisal systems and compensation objective, and raise salaries each year and compensation outside salary.

Financial division, aims are to create value for shareholders. Financial development policy is divided into three which is: investment policy, financing policy, and operational policies. For investment policies, PT ABFP invest gradually in accordance with projected growth of the company. The total investment required for 10-year projection period amounted to Rp 23.542.789.900 with an initial investment of Rp 10.5 billion. For funding policy, the company uses 100% equity financing, which aims to give investors have full rights over the company. In development policy there are funding the company's dividend policy will pay dividends in the range of 70-90% each year. For operational policies, the company uses aggressive approach in the management of working capital, this approach is done to maintain the current asset levels as low as possible along to support sales. This strategy produces low levels of working capital and ability to earn high profits. The business plan is projected to have a value of ROE increased every year with the numbers - average 36%. Feasibility analysis for the business plan is to provide NPV Rp 15.912.594.552 , IRR 36.10%, and payback period 8.67 years. Viewed from the feasibility analysis, this is a feasible business.