

EXECUTIVE SUMMARY

Indonesia lies in the tropical horizon; it has a variety of fruits. There are some fruits that can only grow in here for example Carica Pubescens. Carica Pubescens, which is known as mountain papaya, is one of fruit species that can only grow in a few countries including Indonesia. It is even more special since the fruit can only be grown in specific conditions, i.e a combination of altitude, humidity, climate, and soil structure, etc. Up to present time, Carica Pubescens can only be grown in Dieng – Wonosobo, Indonesia. Unfortunately, Carica Pubescens has not yet been so popular and recognized in Indonesia, whereas, it has a high fiber content which is beneficial to fulfill the daily fiber needs to be healthy.

Carica Pubescens, which has fiber content has not yet been widely known in Indonesia, PT. Cahaya Sari Cemerlang (PT. CSC) will launch a processed Carica fruit into two products; juice and canned fruit named as TropiCA as its brand.

Based on market demand analysis for both products, they show a promising market growth 7% for juice and 5% for canned fruit. PT. CSC will apply differentiation strategy as its generic strategy. This strategy will be reflected in the following functions:

Marketing

Marketing department objectives are to introduce and enhance the awareness of the brand TropiCA, to educate and communicate the uniqueness and benefits of TropiCA, to gain and increase the market share in major cities in Java and Bali. The products will be sold at around IDR 4,000 – 5,000 for juice, and IDR 8,000 – 10,000 for canned fruit; the target market is people of 26-30 years of age, dynamic,

and a health-oriented. It positioned as healthy enjoyment consumer goods (juice and canned fruit) that contain high fiber.

Our marketing strategy will apply offensive strategy by delivering our products to modern retail markets, mini markets, and traditional markets. Various advertising and sales promotional mix will be used as our promotion strategy.

Operations

Operations department objectives are to produce products consistently with a quality desired by internal and external customers, to distribute them to the targeted customers in Java and Bali for the next 5 years at around 1,108 outlets, to develop new products, and to reach a highly effective and efficient production plan. There is also a research and development team that is in charge in exploring new product variants, keeping the production scrap rate at a very low percentage. PT. CSC will build a manufacturing site in Wonosobo, Central Java and its representative office will be in Semarang.

Human Resources

Human resources department objectives are to ensure that organization is capable of achieving corporate objectives through high quality human resources by providing them with good compensation and benefits and good career development path. In addition, the management will keep the turnovers low by applying professionalism.

Finance

The finance department objective is to maximize the shareholders value through the collaboration with other departments in carrying out the operations

activities, investment activities, and financing activities. The department will also design short-term and long-term targets and milestones to retain and increase the company growth.

In addition, the feasibility analysis shows a positive return on NPV (around IDR. 21 Billion), with 5 years 4 months discounted payback period and MIRR 35.88% which is above the weighted average cost of capital (17.84%) in most likely scenario. Calculating the three scenario optimist, most-likely, and pessimist, we obtain the level of confidence of this business up to 74.54% and its NPV is positive as well. Based on all the analysis, we conclude that this business is feasible to be invested.

