

EXECUTIVE SUMMARY

In 2021, the International Diabetes Federation (IDF) released a report that highlighted Indonesia's staggering diabetic population of 19.5 million, ranking the nation as the fifth largest diabetic population in the world. Moreover, a 2020 publication from InfoDATIN, identified by ISSN number 2442-7659, revealed that DKI Jakarta had the highest national prevalence of diabetes mellitus at 3.4%. Tangerang and South Tangerang in Banten Province followed at 2.2%, while Bekasi and Depok in West Java Province reported 1.7%. These numbers foreshadowed an estimated increase in the diabetic population in Jabodetabek to 1.1 million by the end of 2021. This growing demographic hinges on the necessity for diabetic individuals to maintain adequate albumin levels, which play a pivotal role in fluid balance, tissue repair, and overall well-being.

The global trend towards healthier living has surged, aligning with Indonesia's commitment to the 2016-2030 SDGs (sustainable development goals), which include a focused effort on diabetes management. This is further accentuated by the growth of national herbal product sales, which reached 13.8 trillion in 2020 and are projected to grow to 23 trillion by 2025, as per Euromonitor's analysis. This emphasizes the rising demand for herbal products in the years to come.

Freshmin is uniquely positioned to meet the albumin requirements of diabetic individuals by offering innovative albumin products with distinct flavors and convenient packaging that seamlessly integrates into their daily routines. Freshmin's producer, PT Sehat Utama Indonesia, has adopted a focused cost strategy and sets its sights on capturing a 9% market share within the next five years.

With the diabetic population in Jabodetabek estimated at around 1.2 million in 2021, this number is projected to surge to 3.3 million by 2028. In the current year, approximately 304,235 potential customers could benefit from Freshmin products. By the fifth year (2028), the company envisions entering a growth phase, with unit sales of Freshmin products expected to reach approximately 3.7 million. The company has established a minimum selling price for Freshmin at IDR 25,200, and with this pricing strategy, it anticipates reaching its break-even point in just 4 years and 10 months.