

EXECUTIVE SUMMARY

SOWA Hydration, by PT SOWA HIDRASI SEJAHTERA, is a low-calorie, sugar-free isotonic multivitamin drink designed for active individuals aged 20 to 59 to meet their hydration needs and refresh their bodies. SOWA focuses on serving active individuals who maintain a healthy lifestyle through physical activity and proper nutrition. Therefore, SOWA offers a low-calorie isotonic multivitamin drink without added sugar, refreshing and healthy for daily consumption. The product stands out by containing multiple vitamins and being low in calories due to the absence of added sugar, yet it retains a sweet taste thanks to the artificial sweetener sucralose. In developing this product, SOWA collaborates with food technology and nutrition experts to create a high-quality drink. SOWA's competitors have relatively high prices and high-calorie content, mainly due to the high sugar content in their packaging. This presents an opportunity for SOWA to enter the market with advantages in terms of content and quality flavor varieties. Additionally, this business is quite attractive because the potential market for low-calorie isotonic drinks in Indonesia is projected to reach IDR 3.96 trillion by 2024.

SOWA focuses on offline sales through modern and traditional retail channels in the JABODETABEK area, along with online sales through e-commerce and its website. With the target market and segmentation determined, SOWA expects to achieve a market share of 3.5% in the first year, increasing to 19% by the fifth year. Operationally, SOWA is committed to focusing on quality, speed, flexibility, dependability, and cost. The production facility is in Citereup to reduce logistics and employee costs. SOWA is also pursuing BPOM, Halal, and ISO certifications to ensure product quality. To fulfill the company's vision and mission, SOWA anticipates having 67 employees by the fifth year.

For its initial investment, SOWA aims to raise IDR 15 billion, funded by the founders and investors. The company plans to share 20% of its profits as dividends every two years, starting from the fourth year, provided the company is profitable. According to a 5-year projection, the company is expected to achieve a positive NPV of IDR 7.2 billion, an IRR of 20.07% exceeding the WACC of 13.96%, a profitability index of 1.48, and a payback period of 3 years and 10 months. In summary, the company shows strong potential for success.