

EXECUTIVE SUMMARY

The pet food industry in Indonesia exhibits significant growth potential due to the increasing trend of pet humanization and the growing awareness among pet owners about the importance of healthy and natural nutrition for their pets. Based on the analysis conducted, the domestic pet food market is predominantly dominated by dry and wet foods. However, PAWFECT identifies substantial opportunities in the cooked food segment, which still needs to be explored by local competitors. PAWFECT focuses on producing pet food, specifically for dogs and cats, in the form of freshly cooked food packaged using Tetra Recart from Tetra Pak. This product offers convenience in both serving and storage, with the advantage of being stored at room temperature for up to one year without preservatives, making it an ideal solution for pet lovers who prioritize health and convenience.

To achieve sustainable growth, PT Pawfect Meal Indonesia will concentrate on a marketing strategy that includes educating the market about the benefits of freshly cooked food, strengthening the brand, and ensuring widespread distribution through various channels, both offline and online. The company's main targets for the first five years are to increase market share, to achieve high customer satisfaction levels, and to maintain profit margins through operational efficiency and product innovation. With an initial capital of IDR 15.000.000.000,-, we project a payback period of 3 years and 7 months, an NPV of IDR 4.808.175.682,- and an MIRR of 26%.

From a financial standpoint, these indicators - particularly the high NPV and MIRR demonstrate strong profitability potential of the business. This coupled with a rapid payback period, highlights the financial viability and resilience of PT Pawfect Meal Indonesia in navigating market dynamics.

PT Pawfect Meal Indonesia acknowledges the inherent risks in the business process. However, we are confident that our robust risk mitigation strategies will ensure that the Expected Net Present Value (NPV) remains positive. Consequently, we believe that the anticipated returns will outweigh the potential risks.