

EXECUTIVE SUMMARY

Food & Beverage Industry is one of the main contributors of food waste around 39% in the stage of distribution, marketing, and consumption supply chain. According to Biro Pusat Statistik, 2021, hotel, restaurants/cafés, and retail supermarket produced around 4.7 million tons of food waste, while around 8,9% or 419,000 tons are edible, caused by excess food during operational hours, which result in economic loss equivalent to IDR 2.8 trillion per year. In addition, food waste that is thrown away and piled up in landfills is the largest contributor to greenhouse gas emissions which damage the ozone layer and contribute to climate change.

For the Food & Beverages industry players, economic loss of this excess food is around 3%-5% from its total sales. This excess food originates from the hotel's breakfast or buffet, the bakery, or cafés overproduction since they need to exhibit food, and the retail supermarket's 'ready to meal' sections. Using redistribution networks to repurpose extra food for human consumption is one way to address the problem of food waste.

Silver Plate is the proposed solution for this problem. Silver Plate creates innovative solutions by redistributing edible excess premium food from 3-5-star hotels, restaurants/cafés, and retail supermarkets (sellers) to buyers with reduced price, preventing it from being thrown-away. Silver Plate facilitates the connection between excess food suppliers and buyers seeking high-quality food at cost-effective prices, utilizing digital platform technology. To integrate its services, Silver Plate collaborates and creates ecosystems with ride hailing services, payment gateway services and DMRV services (digital measurement, reporting and verification) for carbon reduction measurement of the sellers.

Silver Plate gives value to sellers by reducing the economic loss of food that is usually thrown-away and helping them measure their carbon reduction while saving edible excess food. By doing this, Silver Plate promotes sellers to become a 'green brand' company, which associates with environmental conservation and sustainable business practices which growingly more valued by buyers. By purchasing food from Silver Plate platform, buyers participate in a solution that benefits the environment, supports local economies, and addresses the issue of food waste.

Silver Plate targets chain 3-5-star hotels, restaurants/cafés, and retail supermarkets in Jabodetabek area, with revenue is projected to reach IDR 70 billion by the end of the 10th year. Initial investment is estimated around IDR 12 billion of which 88% will be consolidated from founders and the rest of 12% will be sourced from angel investors. By implementing and executing an integrated operation strategy, marketing, human resources and financial strategy, Silver Plate can achieve the company's goals and objectives that have been set with the most likely scenario:

1. NPV > 0 which is IDR 38 billion.
2. The IRR on Equity > WACC is 32%.
3. Payback period in year 5.21.
4. The Breakeven Point occurred in the 35 months since operation.
5. Dividend distribution with a payout ratio of 50% to shareholders in the third year.
6. Net Marketing Contribution, Marketing Return on Sales and Marketing Return on investment were positive in year 2 and grew significantly.

Based on the assessment of the company's overall operations, the initiative to introduce Silver Plate as an excess premium food management service in the food and beverage industry is deemed viable and should be implemented. Silver Plate would continuously improve and upgrade its services, to achieve its market position to become a market leader in the industry.