

RINGKASAN EKSEKUTIF

Ditemukan permasalahan di bidang *beverage* mengenai konsumsi susu di Indonesia yang mencakup intoleransi laktosa, konsumsi gula dalam minuman, dan tingginya preferensi terhadap susu nabati. Melalui modal kewirausahaan yang dimiliki, terbentuk ide peluang bisnis untuk menyelesaikan permasalahan tersebut dengan pembuatan minuman *milkshakes* berbahan susu nabati serta tanpa gula tambahan yang dikemas dalam kemasan *ready to drink* bernama SKEW. SKEW menargetkan kepada konsumen berusia 11-42 tahun yang berdomisili di Jakarta, Tangerang Selatan, dan Bogor. Dalam mengoptimalkan berjalannya bisnis, SKEW membagi manajemen perusahaan menjadi bagian *operation, marketing, finance, dan human resource* yang saling memiliki keterkaitan antar divisinya, juga menggunakan strategi manajemen berupa *product development* dengan melakukan inovasi produk berbasis *plant-based*. Selain itu, setiap divisi melakukan perencanaan untuk menentukan tujuan dan target yang ingin dicapai, sehingga dapat menghasilkan *profit* yang diinginkan. Dalam lingkup keuangan, produk SKEW dijual dengan harga Rp30.000 untuk tiap variannya dengan rentang COGS sebesar Rp15.000 - Rp17.000. Kemudian, dalam menjalankan bisnis ini *payback period*-nya diperlukan waktu 3 tahun 3 bulan.

Kata Kunci	:	Susu Nabati, <i>Milkshakes</i> , Tanpa Gula Tambahan, <i>Ready to Drink</i> , Inovasi Produk
Bidang Usaha	:	<i>Food and Beverage</i>

EXECUTIVE SUMMARY

It was known that Indonesian have issues regarding beverages consumption, especially milk. The issues are lactose intolerance, high sugar level beverages and the urge to choose non dairy milk. Using owned entrepreneurship capital, an idea was formed to relieve the above issues. The idea was creating a non dairy milkshakes with no additional sugar which comes in a ready to drink packaging, the product called SKEW. The products were targeting customers ranging from the age of 11 to 42 years old that are domiciled around Jakarta, South Tangerang and Bogor. In optimizing the running of the business, SKEW company management consists of an operation team, marketing team, finance team and human resource team which are related to each other. The SKEW company has a strategic management using product development to research and innovate non-dairy plant-based products. In addition, each division has planned to determine the goals and targets to be achieved, so that this business can earn a good profit. In the financial scope itself, SKEW products are sold at a price of Rp 30,000 for each variant with a COGS range of Rp 15,000 - Rp 17,000. Then, in running this business, the payback period takes 3 years and 3 months.

Keywords	:	Plant Based, Milkshakes, No Added Sugar, Ready to Drink, Product Innovation
Field of Business	:	Food and Beverage