

## EXECUTIVE SUMMARY

Plastic waste pollution has become a major concern of the world today, including the Indonesian government and local governments. Indonesia falls to be one of the most significant contributor to single-use plastic pollution into the ocean. Several franchise chain restaurants in Indonesia have begun to ban and stop using single-use plastic bags as their contribution to reducing plastic waste. As an alternative, restaurants have used more environmentally friendly bags in the form of paper bags and bags made from cassava (biodegradable bags). However, the raw materials for making paper bags and bags from cassava still leave various problems in the supply of raw materials and environmental issues.

PT Sebarin Pada Semesta (SEBAB) sees this as a business opportunity by providing alternative raw material solutions for the manufacture of single-use bags that better answer existing constraints related to raw material supply and environmental issues. PT Sebarin Pada Semesta (SEBAB) believes that using seaweed raw materials can answer these challenges.

Seaweed in Indonesia has abundant sources so that the supply of raw materials is not a major obstacle. The technology for making bags seaweed-based ore is carried out by modifying current equipment for single-use bags with new raw materials of seaweed. SEBAB has chosen to focus on cost as a general strategy that will be carried out so that the existence of SEBAB bag can compete with biodegradable bag products that are already on the market. This business is not only intended for profit but also has a positive influence on the community, especially seaweed farmers in Indonesia.

At the start of this business, SEBAB will focus on being marketed to fast food restaurants with a target market of 40% of the fast food restaurant industry in Indonesia. The sales forecast is projected to be in line with the development of the fast food restaurant industry with a CAGR of 15% to 18% per year. The company will be located in a seaweed producing center in Kalianda, South Lampung. This location was chosen to have the closest distance to the source of seaweed from traditional farmers with low labor costs. The total investment required is Rp11,53 billion. The indication of business feasibility provides an IRR of 21.26% with a discounted NPV (10 years) of Rp18.69 billion. The break-even point is estimated to be reached in year 5 with the profitability index reaching 2.65 times. The sensitivity analysis in the specific scenario still gives a positive NPV (10 years) value with an IRR value greater than the WACC, indicating that this business can be executed.