

EXECUTIVE SUMMARY

Consumption per capita of fresh milk in Indonesia is 15 litre/year. It is below 2-3 times average compared to other country in South East Asia, there is an opportunity to grow this, trends also show consumption of fresh milk product grow year on year. Indonesia also has a shortage of fresh milk supply, only 22% fresh milk locally produced in Indonesia, and 78% is imported.

After thorough research by interviewing experts, and local farmers. It had been found that Indonesian local farmers cow only produced one-third of average (10-15 Litre/cow/day) farmers in PT. Global Dairi Alami. Alfa+ found that there is a couple of crucial elements that can help local farmers grow their production to 20 – 30 litre/day/cow, which is the cow's food, and milking method.

Hence Alfa+ propose to give a solution by supplying food & information on how to produce two to three times of milk from current production. By doing so, national supply will increase and local farmers will get the benefit from it.

Alfa+ will run in Bogor, Gunung Putri, West Java, since the customers has a big community in the area. Logistics will be easier and Alfa+ can serve its customer easily.

Estimated investment for Alfa+ is Rp 10.494.160.000 to build the infrastructure of factory, and logistic. The net present value estimated at Rp 60.074.189.818, with payback period of one year and 8 months. In five years, Alfa+ will feed more than 800 cows per year or equivalent of 38 billion rupiah.