

TABLE OF CONTENTS

ABSTRACT	6
TABLE OF CONTENTS.....	8
I. INTRODUCTION	11
I.1 Background	11
I.1.1 Fast Moving Consumer Goods Business in Indonesia	11
I.1.2 Opportunity in the Food FMCG Industry.....	12
I.2 Problem Formulation	15
I.3 Purpose and Objectives	15
I.4 Scope of the Problem	16
I.5 Research Method.....	16
I.6 Writing Systematics	16
II. LITERATURE REVIEW	18
II.1 External Environments Analysis	18
II.1.1 PEST Analysis	18
II.1.2 Porter’s Five Forces	19
II.2 Business Analysis	20
II.2.1 SWOT Analysis	20
II.2.2 Value Proposition Canvas	21
II.2.3 Business Model Canvas	23
II.3 Marketing Plan.....	25
II.3.1 Market Segmentation	25
II.3.2 Product Positioning	26
II.3.3 Marketing Mix – 4Ps.....	26
II.3.4 Traction Testing	27
II.4 Operational Plan	29
II.5 Financial Statements	29
II.5.1 Income Statement.....	30
II.5.2 Balance Sheet	30
II.5.3 Statement of Cashflows.....	30
II.5.4 Payback Period.....	31
II.5.5 Internal Rate of Return (IRR)	32

II.6 Key Performance Indicators (KPI)	32
III. BUSINESS ANALYSIS AND STRATEGY	33
III.1 Business Description	33
III.2 External Environments Analysis	34
III.2.1 PEST Analysis	34
III.2.2 Porter's Five Forces	36
III.3 Business Analysis	38
III.3.1 SWOT Analysis	39
III.3.2 Value Proposition Design	41
III.3.3 Business Model Canvas	43
III.4 Marketing Plan	47
III.4.1 Market Segmentation	48
III.4.2 Product Positioning	50
III.4.3 Marketing Mix (4Ps)	52
III.4.4 Traction Testing	54
III.5 Operational Plan	55
III.6 Financial Projection	56
III.6.1 Income Statement	57
III.6.2 Balance Sheet	57
III.6.3 Cashflow Projection	58
III.6.4 Payback Period	59
III.6.5 Internal Rate of Return	59
III.7 Key Performance Indicators (KPI)	60
IV. BUSINESS IMPLEMENTATION ANALYSIS	61
IV.1 Activity Report	61
IV.1.3 Production Implementation	61
IV.1.2 Legal Implementation	64
IV.1.1 Marketing Implementation	67
IV.2 Analysis of Gap in Realization	69
IV.2.1 Production	69
IV.2.2 Legal	70
IV.2.3 Marketing	71

IV.2.4 Finance.....	73
V. CONCLUSION AND SUGGESTIONS	76
V.1 Conclusion	76
V.2 Suggestions	77
REFERENCES.....	78
APPENDIX.....	81