

ABSTRACT

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Title : Analysis of FOI's Almond Milk Culinary Business Based
On Customer Satisfaction Performance and Financial
Projections*

Plant-based food is recently trending in Indonesia, in which among the most-consumed is nut-based food such as almonds, soybeans, edamame (Japanese beans), and others. With this great opportunity, a small-scale business named FOI has established. FOI is a business that provides almond-based milk. FOI almond milk is consumable particularly for those who are intolerant to lactose, allergic to cow's milk, and safe for pregnant and breastfeeding mothers. As a newcomer, FOI certainly faces obstacles and weaknesses that must be evaluated to meet consumer expectations and desires, since customer satisfaction is a crucial factor to maintain business. This research was conducted using the Importance Performance Analysis method by testing 27 attributes from 8 dimensions of product quality and comparing the performance results of FOI almond milk to customer interests. In addition, this research also discusses about sales forecasting for the next 2 years. The results of the forecasting will be used as a reference for financial planning, raw material inventory and decision making. Meanwhile the results of Important Performance Analysis show that 3 attributes must be prioritized for improvements; texture, aroma, and untidy packaging and presentation. 13 other attributes with good performance that must be maintained are the milk's good taste, practicality (ready to drink), clean packaging, serving, 100% natural ingredients, swift service, and best product quality.

Keyword: Customer satisfaction, 8 dimensions of product quality, Importance Performance Analysis, sales forecasting and linear regression