

EXECUTIVE SUMMARY

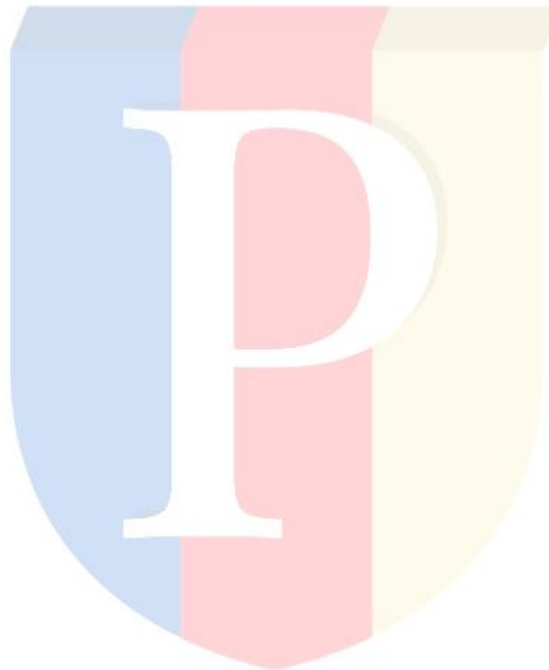
For some people, fitness is not about getting fit, it is a lifestyle. Fitness has been around in our community, but there are no company that is committed into creating an easy and efficient beverage to complete one's fitness routine. Physion, which is acronym for Physique Vision, is a beverage company that focuses needs of those who has fitness as their lifestyle. Physion provide a quick, time and energy efficient way to get the most from a workout. A lot of individuals used pre workout to enhance performance, but many hesitated because the lack of understanding on the subject. We are here to provide one's need for a safe and healthy pre workout. We created Physion to help those who are willing to commit to their workout. We believe that fitness industry is still a growing industry and we want to be a part of it. The concept of the beverage is simple, we fuse pre workout and post workout beverage into one product, and offer it to the market. By doing so, we fulfill a need in the market for a quick and easy option for a sport beverage

Physion believe that it's products will be able to help those who do not have the prestige of time to spend on preparing their workout. Lots of individuals believed that a workout preparation is something that we should not spend a lot of time, but the reality is we need to go through a lot of process just to prepare a pre workout. We help these individuals by shortening the process of getting a pre workout beverage so they can focus more on their workout, not on preparation. Our business aim for a niche market, people who have fitness as their lifestyle, individuals who believes that efficiency, health, and performance are an essential part of a good fitness routine. Our target markets are defined into 5 market profiles, that have the same pain points and needs in common. The need of efficiency, performance, and health. Physion marketing strategy could grab the attention of the niche market that existed in fitness centers around the Jakarta & Tangerang area. Physion will reach the market by using our online marketing strategies, mass distributions, and direct marketing through BTL marketing.

There are a lot of thoughts that go into the research and process to create the product. Physion is made based on tea. The beverage then added a natural source of protein

that is safe to consume. The business will maintain and grow the customer by using the customer relationship planning This business plan is aimed for VC (Venture Capitalist) and Investor that has the same vision of business as ours. The information provided are to investor and venture capitalist prior to further commitment.

The total investment needed to run the business for 12 months will be Rp Rp1,262,990,156. The clean profit that obtained in financial projection by 12 months is Rp. 223,112,220. The ROI (Return of Investment) percentage of 12 months running the business is 38%.



1. BUSINESS BACKGROUND, ISSUES, AND OPPORTUNITIES

1.1 Business Background

Pre-workout is considered into Health and Fitness Industry. It could be said that it is derived from health to lifestyle on the gym that created the idea of Pre-workout.

The background of pre-workout supplement/beverage business is based on how to increase performance from one's workout/exercise. Pre-workout businesses utilizes caffeine in form of powder or beverages to increase the performance of the exercise.

It is proven that caffeine could increase the quality of the exercise. Based on International Journal of Environmental Health and Public Health article, "acute caffeine supplementation in trained subjects has positive effects on several psychophysiological mood variables and psychological responses, and on performance. Caffeine supplementation increases tension, vigor, and subjective perception of vitality, while it reduces RPE general and RPE muscular." (Raúl Domínguez, 2021).

From the research that Physion has done, around 35 from 50 people that takes their exercise seriously uses pre-workout as their source of extra energy. The idea behind this business is to aim the niche market, those who wants and strive for extra performance.

Physion has done feasibility studies on 50 individual who are a member of mega gym fitness centers (terms for people who exercise in a big gym) in Jakarta and Tangerang. The age range of the respondent is 22-31 years old and the research is done by questionnaire. The feasibility study which is in form of questions includes the habit of workout of each individual, the spending habits, their values, and their opinion towards the product. The result from the questionnaire will be listed below in a form of table.

1.1.1 Survey Results

The results from the surveys are:

Table 1.1.

Survey Results Based on Demographics, Geographics, and Psychographics

Demographic	
Male	42
Female	8
Age	22-31
Geographic	
Jakarta	37
Tangerang	13
Psychographic	
Value Efficiency	22
Brand Image	16
Value Performance	12

Most of Physion respondent are male, and then second by female. The age range of individual who are the most interested in Physion is 22-31 years old. The respondent is more likely to live in Jakarta than Tangerang. Out of 50 individuals, 34 people values efficiency and performance, which is in line with Physion brand and target market.

Table 1.2.

Questionnaire Results Based on Respondent Answers

Questionnaire Result	
How many days do you go to the gym weekly?	44% of the respondents goes to the gym 4 days per week, 32% of respondents goes to the gym 5 days per week, and 24% of the respondents goes to the gym 6 days per week.

Do you use fitness supplements?	47 out of 50 or roughly 94% individual responds that they had used fitness supplements before
What kind of fitness supplements do you use?	30% uses whey only, 20% uses pre workout only, and 50% uses both
Have you ever used pre workout before?	84% of the respondent have used pre workout before
Do you use pre workout routinely?	70% uses pre workout routinely for their exercise
How much are you willing to spend on daily basis for fitness needs?	24% of the respondent are willing to spend around Rp 35.000 on fitness daily, 28% of the respondent are willing to spend Rp 45.000 daily, while 32% individuals are willing to spend around Rp 60.000 for fitness needs daily. The rest 16% are willing to spend Rp 80.000,00 daily for their fitness needs.
Are you willing to spend your money on Physion based on its product	72% of the respondent are willing to spend their money for Physion
What do you like about Physion beverage	80% of individuals liked Physion because it is convenience and fast. 20% of the respondent liked Physion because of the product

1.1.2 Conclusion from Survey

From the survey, Physion could conclude that the market in Jakarta and Tangerang is viable for Physion. People who are committed to their exercises and health are willing to spend more for a product that could help them to reach their goals easier, faster, and better. The respondents are willing to spend around Rp 1.200.000 and more per month for supplement, fitness membership, and lifestyle.

Physion is accepted greatly by the market because the beverage is convenience and easy to understand.

By looking from the data above, Physion is a very viable business. Physion has its own niche market that are willing to spend for a product priced range between Rp 45,000.00 to Rp 60,000.00 per bottle.

1.2 Issues

There are only few options for natural pre-workouts, for example: coffee, and most coffees that they sell in the mall are based on espresso which has a high caffeine content that the consumer could not control that could affect the workout experiences and could resolve to some problems while exercising. (GERD, stomachache, etc.). It is proved that “250 to 500 mg of caffeine given intragastrical significantly stimulated gastric acid (96) and pepsin (97) secretion in humans.” (PETER W. CURATOLO & DAVID ROBERTSON, 1983)

The alternative would mean you need to spend more time to get it. You need to get to the nearest coffee shop and order double shot americano that took 3 minutes to prepare. The time you need to spend to get the nearest coffee shop and going back to the gym is quite long, it will take you 15 minutes to get natural pre workout. While going with powdered pre workout seems to be an easy alternative, it's not healthy in the long run. Powdered pre workout contains a lot of sugar and caffeine inside of it and could cause complications such as diabetes if consumed too often.

There are no ready to drink pre workout in the market in the market and most of the pre workout does not contain protein & BCAA in them.

Thus, making me conclude the existing problems for gym goers and their pre workout is:

- Lack of natural pre workout products
- Lack of natural pre work out alternatives
- No instant and ready to drink pre workout products in the market
- The health penalty for using powdered pre workout in the long run
- Lack of protein & BCAA in most of PWO products

1.3 Opportunities

The background of Physion beverages is based on people's personal experience when they are exercising in the gym. It's hard to find an organic PWO in the gym, if people want to have a natural choice for natural PWO, they would need to spend 15-20 minutes to get the natural PWO.

So, from this point of view Physion creates a product that could offer not only an instant and ready to drink PWO that is based on all-natural ingredients, but also contains protein & BCAA. It could be enjoyed instantly from the gym. It is not based on cold brew coffee drink that contains less acidity than espresso while maintaining the same caffeine content of the coffee, because there are a lot of products that contain coffee. Physion brings something different for the market. Physion will be based on tea, so it will give a different flavor than any other drinks while having the same caffeine content and better benefits. In one bottle of Physion, there are caffeine and protein. Our product could be one of the solutions for the existing problem in the market. The content of the caffeine and protein varies between our products. Physion thrive to create and solve a need for the fitness community. Not only you can have another healthier alternative, but you will also gain proteins that will help the restoration and building muscle progress