

## ***ABSTRACT***

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*The increase number of Indonesia's population growth which equivalent with the increasesing of consumption rate as well, makes Indonesia become one of the appealing country for market, especially in the F&B industry. There are a lot of beverages variety that caught lots of consumers attention, which each of the variety have their own target market from the one that categories as unhealthy until the one that can be consider as healthy beverages in the healthy lifestyle trend.*

*One of the beverage that can consider to have a contribution in the healthy lifestyle trend is milk. The milk industry itself have a wide potential, beside having a taste that everyone like, milk also have a lot of good benefits for human body. As one of the good benefit of milk is to help maintaining the strength of human's bones because of the calcium inside. Eventhough milk can help to prevent osteoporosis which usualyy caused by the lack of calcium in human's bone, not every people can freely consume milk because there are some people who are lactose intolerant. One of the vegetal ingredients that can be use to produce milk that contains of calcium, protein and other minerals which can also help to maintain human's bone strength is edamame beans.*

*Thus, there will be a very big business opportunity from the usage of Edamame beans which can produce some products that can help to prevent osteoporosis. The main goal of this business plan is to build a vegetal milk business and product under the House of Edamame brand and using Edamame beans as the main ingredient.*

*House of Edamame need Rp.157.991.232 as the fund to cover all the initial needs to undergo the business. This business will attain the ROI on Febuary 2022. For the expected yield in the next 2 years, will reach at 403,34% or in amount of Rp.637.253.544.*

*Keyword: Osteoporosis, Edamame milk, Calcium, Protein, Isoflavones*