

## ABSTRACT

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*Food & Beverage Business is one of the most favourable business and it has a good prospect. One of the most favourite food for Indonesian is Sambal. Chili is very good for the body because it contains Beta Caroteinr and Pro-Vitamin A. These 2 substances have a role as antioxidant that is good for immune system. Aside from that, chilli contain alot of vitamin C which is very good to increase immune system and to maintain healthy skin From the reasearch that had been made by Sambeloro. It is recorded that from 81 people, 80% likes to eat chilli. They always use chilli as a side dish starts from breakfast, lunch, dinner even when they are having a snack, they will use chilli in it. Thats why it makes Sambeloro will be easy to be accepted by Indonesian citizen. As the time goes by, people who loves culinar gets bored with the food. They realise their healthiness. They doesn't want their food to be only delicious but they also want their food to be fresh and does not contain any preservaties. In the same time, Sambeloro is here for peoe who has a high awareness in health. Sambeloro present with a fresh product, without using any preservatives and will always have new innovations.*

*Sambeloro Performance will be predicted in 12 months. For the first fund, we use 45.651.00 for the Capex and 86.086.600 for the Opex in 6 months. So, the total output in the first 6 months is Rp. 131.737.600. At the end of the year, we will get 239.738.505 and BEP at the 6th month.*

*Keyword: Chilli, Beta Caroteine, Provitamin A, Food, Indonesian Food.*