

II. PRODUCT AND SERVICING PLANNING

II.1. Business Partner

The business model canvas permits a business model to be simple, visualize and understandable. The canvas became a very helpful tool to understand more about the business. The business model canvas is composed into nine building blocks (Qastharin, 2015). It was presented to the table below:

Table II.1.1 Business Model Canvas

Key Partners	Key Activities	Value Proposition	Customer Relationship	Customer Segments				
Partners: 1. Gofood 2. Grabfood 3. Shopee Food 4. Tokopedia 5. Traveloka Eats	1. Quality Control 2. Stocking and Storing 3. Digital Marketing 4. Hygiene and Safety 5. Production	Nuts & Natural provides a plant-based milk made with 100% natural ingredients with no added preservatives or food colour. We commit to deliver the best quality of milk to enhance the health for those with	Online (through social media) & subscription plan	<ul style="list-style-type: none"> • Age 25-45 • Have lactose Intolerance • Consume plant-based milk • Upper middle income • High awareness regarding self health 				
Suppliers 1. Higenik Prima Kemas 2. Kojipack 3. Ring Collection 4. Toko Importer 5. Notocco Printing 6. Thermafreeze Ice Gel Official	<table border="1"> <thead> <tr> <th>Key Resources</th> </tr> </thead> <tbody> <tr> <td>Raw materials, equipment and humans.</td> </tr> </tbody> </table>	Key Resources	Raw materials, equipment and humans.		<table border="1"> <thead> <tr> <th>Channels</th> </tr> </thead> <tbody> <tr> <td>Social Media such as Instagram, Tiktok and Facebook.</td> </tr> </tbody> </table>	Channels	Social Media such as Instagram, Tiktok and Facebook.	
Key Resources								
Raw materials, equipment and humans.								
Channels								
Social Media such as Instagram, Tiktok and Facebook.								

7. Rumah Karung Goni		lactose intolerance.	Business partners such as Go-Food, Grab Food, Shopee Food, Tokopedia, Traveloka Eats.	
8. Pusat Goni Jakarta				
Cost of Structure			Revenue Streams	
1. Cost of goods sold. 2. Digital marketing. 3. The most expensive key resource.			Product Sales	

Source: Primary data, 2022

The table above of the Business Model Canvas has 9 blocks and below are the explanation (Qastharin, 2015):

1. Key partners
The lists of suppliers and partners needed to make the business run.
2. Key activities
The actions required to create and offer value proposition, customer relationship and earn revenues.
3. Value proposition
Create a value that is in accordance of the customer segmentation. The value may be both quantitative and qualitative.
4. Customer relationship
The types of relationship to further enhance the relationship of the company with the customer segmentation.
5. Customer segments
The group of people or organization that a company aims to reach and serve.
6. Key resources
Assets that are important for the company that helps to reach the company's target.

7. Channels

The type of communication platform that the company uses to communicate with the customer segments. The channels can be direct, indirect, owned or partnership.

8. Cost of structure

All costs that are needed for the company to run.

9. Revenue streams

The cash generated by the company.

II.2. Cost of Goods Sold

The cost of goods sold for a bottle of hazelnut milk is Rp 33,340.00 with a margin of 94.96%. Therefore, the selling price for one bottle of hazelnut milk is Rp 64,999.00 .

II.3. Production Process

Below is the Figure for the production process.

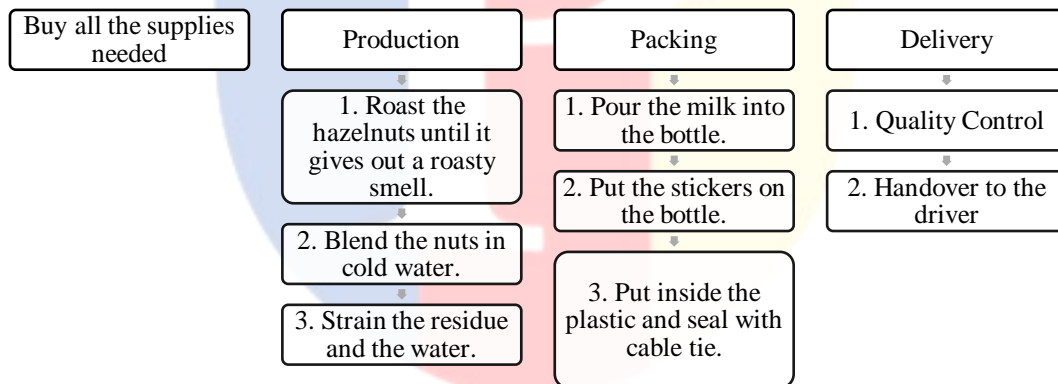


Figure II.3.1 Production Process

II.4. Product Description

In order to acquire the best result of our hazelnut milk, we had several trials.

• The first trial:

84 gram of hazelnut soaked and unroasted, blended with 1 litre of cold water resulted in 900ml of hazelnut milk. However, the milk contains a smell of soil, which is not appetizing. Also, the aftertaste is not delectable.

The second trial:

84 grams of hazelnut soaked and roasted, blended with 1 litre of cold water resulted in 900ml of hazelnut milk. The milk tasted better than the first trial, no smell of soil and contained hints of roasty hazelnut upon drinking. It is very consumable.

- The third trial:

84 grams of hazelnut soaked and air fried for 10 minutes 160 degree celsius. Blend with 1 litre of cold water. The milk has less roasty smell and the taste is not better than the second trial.

- The fourth trial:

84 grams of hazelnut unsoaked and roasted, blended with 1 litre of cold water resulted in 900ml of hazelnut milk. It was then boiled for 5 minutes. The milk loss the roasty smell and taste.

- The fifth trial:

84 grams of hazelnuts unsoaked and roasted, blended with 1.1 litre of cold water resulted in 1 litre of hazelnut milk. The milk gives out a strong roasty smell and tastes really good.

- The sixth trial:

The method on the fifth trial is used and added with honey as natural sweetener to make the hazelnut milk tasted better.

Table II.4.1 Product Trial Result

Trial Number	Hazelnut			Amount of cold water	Results (Less, mild, Strong)	
	Soak	Roast	Airfry		Smell	Taste
First	✓	✗	✗	1 Litre	✗	✗
Second	✓	✓	✗		Less	Less
Third	✓	✗	✓		Less	✗
Fourth	✗	✓	✗		✗	✗
Fifth	✗	✓	✗	1.1 Litre	Strong	Strong

Source: Primary data, 2022

II.5. Stakeholder

Stakeholders are individuals or groups that are directly or indirectly involved to the company. Below are the lists of stakeholders in our company:

Table II.5.1 Stakeholder List

No.	Identity	Position
1.	Vania Agatha	Founder
2.	Jessie Naftalia	Co-founder
3.	Felina	Co-founder
4.	Tokopedia	Marketplace
5.	Shopee	
6.	Higenik Prima Kemas	Plastic Supplier
7.	Kojipack	Cable Tie Supplier
8.	Ring Collection	Bottle Supplier
9.	Toko Importer	Hazelnut Supplier
10.	Notocco Printing	Sticker
11.	Thermafreeze Ice Gel Official	Thermafreeze Supplier
12.	Rumah Karung Goni	Cloth Supplier
13.	Pusat Goni Jakarta	Burlap Supplier
14.	Terang Plastik	Cup Supplier
15.	NinjaXpress	Shipping Expedition
16.	ShopeeXpress	
17.	SiCepat	
18.	Gojek	Delivery courier
19.	Grab	
20.	Lalamove	

Source: Primary Data, 2022

II.6. Business Process

A business process is linked process that ends with a delivery of product to the customer. The business process of Nuts & Natural is attached on **Attachment**

1.

II.7. Corporate Identity

II.7.A. Company Profile

The name of our company is N & N, which stands for Nuts & Natural. This name is taken from Nut which means “kacang” and Natural which means “alami” in Bahasa Indonesia. We chose this name in accordance with our main product. Our main ingredients for the product are from natural nuts, to be specific Hazelnut.

The earth tone colors palette, nature friendly atmosphere, youthful, and animated images of hazelnuts with thumbs-up gestures mean that our products can be accepted by everyone, both children and adults who are lactose-intolerant.

II.7.B. Vision

To become the leading company in Indonesia that enhances the quality of life by improving health conditions by providing the best quality yet delish plant-based milk made from hazelnuts.

II.7.C. Mission

- Understand consumer needs by conducting research and innovation, and building long-term good relationships.
- Providing healthy milk with hazelnut-based ingredients with delicious taste
- Selecting hazelnuts with the best quality by doing very strict quality control every day.

II.7.D. Values

- Excellence in every aspect.

The nutty-consumers are our first priority. How we make the products and treat the consumers must make them feel the best of the best.

- Change The Flow / Innovation

Dare to think beyond boundaries and innovate for customers' needs.

- Have Fun

Work hard and keep enjoying work.

- Team work

Work together, exchange ideas and help each other in doing and completing work.

II.7.E. Corporate Culture

- Employee focused

Team-first: We focus on the quality happiness of our employees - with this we believe that they will work more motivated and productive.

- Customer focused

Service excellence: Customer satisfaction is the main thing for us. We all have to make consumers happy-although not all interact with them directly. We believe in the power of word-of-mouth.

- Process focused

Prescriptive: We really appreciate the diversity of employees in doing their best to achieve optimal success.

II.7.F. Brand Concept & Strategy

a) Logo



Figure II.7.1 Nuts & Natural logo

b) Logo Philosophy

Our company name, according to our products made from natural ingredients & hazelnuts.



c) Colour Palette



Figure II.7.2 Logo Colour Palette

We use two shades of green colour where it is well connected to the nature. It displays nature and health too. The colour correspond to our products which are made from natural ingredients.

We also use two shades for the brown colour where it portrayed a sense reliability and has earthy tones which supports the green colour, nature. The colour correspond to our products which symbolizes our main ingredient, natural hazelnut.

d) Logo Visualization on Packaging



Figure II.7.3 Packaging Design on Bottle

The SPP-IRT number printed on the packaging is only a mock-up. Once the company has run, we will register for SPP-IRT.



Figure II.7.4 Bottle Packaging

