

V. CONCLUSION

In conclusion, Nuts & Natural's main product is hazelnut milk. Our unique selling points are our price and the quality of our product where it contains more hazelnut compared to our competitors. We plan to start production on January 2022, with the initial investment of Rp 34,212,216.00. Furthermore, on the first year we aim to gain a profit of Rp 357.192.174.00. Also, in 2 years, we aim to enter the conventional market. Therefore, Nuts & Natural is expected to succeed and thrive in the market.

