

## **12. Risk Analysis**

There are always risks that impose a running business, whether from external factors or internal factors, Foliche is no exemption. We have compiled possible risks that may threaten the business, divided based on each department, namely:

### **12.1 Production**

Risk:

- Inconsistency in quality, because we will have two production houses in different areas which are Jakarta and Surabaya.
- Unsold products over a period of time. This might happen even if our product has a long shelf life. This kind of risk will happen when the product that we have made and distributed to the outlets are not sold according to the target.

Solution:

- Making an SOP for the production, distribution, and marketing team, which contains terms and conditions about the product, how to make and ways of storing.
- Conduct training for the production team, and making sure all of the production staff know the rules, recipe, ingredients, and knowledge of products.
- Making a fixed schedule to do quality control which includes inspecting hygiene of the production area, equipment and utensils used, scanning the working flow and employee relationships.
- Analyzing daily, weekly, and monthly sales reports, to make sure all the products will be sold according to the estimations made.

### **12.2 Financial**

Risk:

- Lack of funds to support daily operation. This may happen when the monthly targets made are not met.

- Funds mismanagement, when the amount of money reflected in the system and the money on hand is disparate.

Solution:

- Minimizing waste from the process of production and in daily operation.
- Maintaining every expense incurred to match the projection made, and evaluate if it is outside the projection made.

### **12.3 Marketing**

Risk:

- Partnership Mishaps  
Folliche will partner up with several public figures or corporates to distribute its products. However this may also affect the brand image if Folliche is unable to maintain a good relationship or becomes affiliated with a problematic or unethical figure or corporate.
- Negative Feedbacks  
As each and every one customers have different tastes and preferences, it is inevitable to receive negative feedbacks, either complaints of the products or the service itself. The more important part is to find ways in countering these feedbacks, especially in social media which has a great impact on businesses.
- External Factors  
External factors such as government regulations, pandemic, trend changes or other things out of Folliche's control may affect the operation of the company as well.

Solution:

- Researching affiliations' backgrounds for any controversial remarks or actions which may resurface in the future.
- Only choosing affiliations with the same values and has knowledge of plant-based products to avoid miscommunication.
- Coming up with service standard and flow to be applied in every channels and ensure every customers get a satisfying service.

- Countering negative feedbacks by providing an explanation and apology to affected customers, furthermore conducting an internal investigation to improve.
- Keeping in track with external changes, such as changing government rules and adapt accordingly.

## 12.4 Competitor

### Risk:

- Rising competitors on the same fields.  
This will happen not only because of the new trend, but also because of the pandemic that happened. A healthy lifestyle that has begun to be applied by many people has caused many food companies to compete to meet the needs of this market.
- Changing trend in industry.  
Although from the previous explanation it is estimated that there will be competitors who answer market needs, the possibility of a decrease in plant base hype may occur. The hype will decrease, or maybe it will be replaced with new hype that could happen.

### Solution:

- Always optimizing the performance of the research and development team.
- Creating new products that always follow the trend, but still in accordance with the value of Foliche.
- Always providing innovation and create a differentiating value of the product, packaging, or in the marketing techniques.

### 13. Exit Strategy

The most feasible exit strategy for Foliche is to do M&A (Merger and Acquisition). As we have a vast product knowledge, we can merge our company to one with a similar value but holds a bigger market. This way, we can save resources, keep the business still running while the other party gets benefit of growing their revenue efficiently without having to do more research and development for a new product. We will offer Foliche to PT. Hijau Adil Bahagia and PT. Adicipta Boga Intiprima

#### **PT. Hijau Adil Bahagia**

The company of the brand Burgreens, providing a healthy and ethical junk food. The mission of this company is to provide a delicious, healthy, sustainable and convenient food. Foliche will be offered to the company as a choice or alternative of dessert in the outlets.



*Figure 13.1. Logo of PT. Hijau Adil Bahagia*

## PT. Adicipta Boga Intiprima

A company in the Food and Beverage Industry with numerous outlets spread in Indonesia. It provides food ranging from Western to Asian, and has recently spread its wings in catering. Foliche will be offered as a form of business in the catering, as a dessert choice.



Figure 13.2. Logo of PT. Adicipta Boga Intiprima



## 14. Conclusion

To conclude, Foliche is a plant-based cheesecake company that answers the needs of a healthy dessert during this rising trend of healthy lifestyle, and also to offer a solace for anyone who needs a dessert without minding any health consequences. Our company has only a direct competitor, and we offer several added values compared to the others. In addition, Foliche has made set plans for the next two years, including expansion plans and marketing plans which will help boost our sales and reach to a wider market. Our other asset is in our competent members of the company, who will form a relationship with our customers and bring good prospects in the long run. Seeing our two-year financial projection, we are confident that our company will create a very satisfactory return of investment towards our investors. By being a part of Foliche, not only investors will be contributing to the emergence of a new healthy lifestyle, but also participating in the realization of a healthier Indonesia, in terms of physical and environmental.