

CHAPTER II

PRODUCT PLANNING

2.1 Business Concepts and Product Specifications

2.1.1 Business Value Proposition

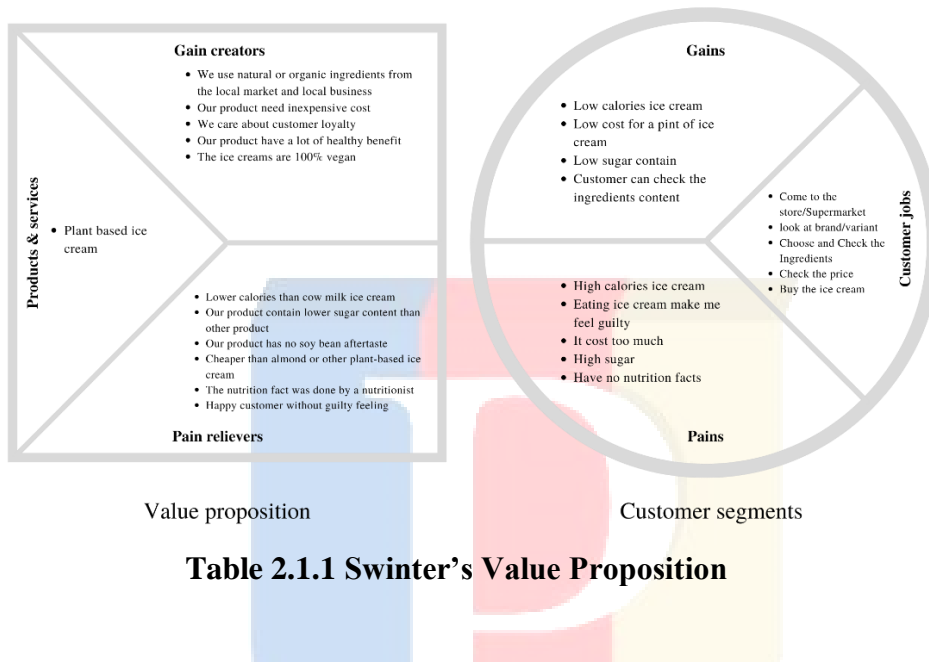


Table 2.1.1 Swinter's Value Proposition

<p>KEY PARTNERS</p> <ul style="list-style-type: none"> online market / e commerces (shopee tokopedia) retail partnership organic food suppliers /local suppliers business investor 	<p>KEY ACTIVITIES</p> <ul style="list-style-type: none"> product marketing customer education product distribution service partnering with retail developing recipes manage organic ingredient supply Production 	<p>VALUE PROPOSITIONS</p> <ul style="list-style-type: none"> Low calories ice cream Containing low sugar Customer can check the ingredients contents 	<p>CUSTOMER RELATIONSHIPS</p> <ul style="list-style-type: none"> Loyalty programs / discounts Online discussion 	<p>CUSTOMER SEGMENTS</p> <ul style="list-style-type: none"> Customer : <ul style="list-style-type: none"> Trend Follower Healthy Lifestylist Expeerience Seeker Business : <ul style="list-style-type: none"> Grocery Market
<p>KEY RESOURCES</p> <ul style="list-style-type: none"> supplier network employees/team product development brand image social branding (ig, website) Capital 		<p>CHANNELS</p> <ul style="list-style-type: none"> social media event / bazaar outlet website e-commerce retail 		
<p>COST STRUCTURE</p> <ul style="list-style-type: none"> rent (store + factory space) salaries product input (ingredients) equipment & facilities advertising 		<p>REVENUE STREAMS</p> <ul style="list-style-type: none"> Product Sales 		

Tabel 2.1.2 Swinter's Business Model Canvas

2.2 Cost of Goods Sold and Production Flow

2.2.1 Pint Size Cost of Goods Sold

a. Goopy Dark Chocolate

RECIPE NAME : Goopy Dark Chocolate				FILE NO : 1		
TYPE : Pint				PORTION :	360	ml
BASIC FOOD COST						
No	INGREDIENTS	QTY	UOM	QTY/PACK	COST/UNIT	TOTAL COST
1	Dark chocolate	25	gr	5,000	Rp155,000	Rp775
2	Coconut milk	100	ml	1,000	Rp10,000	Rp1,000
3	Egg yolk	30	gr	10,000	Rp175,000	Rp525
4	Soy milk	210	ml	1	Rp3	Rp679
5	Sugar	25	gr	50,000	Rp440,000	Rp220
7	Jar	1	pcs	100	Rp219,000	Rp2,190
9	Body label	1	pcs	1	Rp400	Rp400
TOTAL BASIC FOOD COST						Rp5,789
Misc					10%	Rp579
Cost Per Portion						Rp6,368

Table 2.2.1a Goopy Dark Chocolate

b. Lucious Sour Berries

RECIPE NAME : Lucious Sour Berries				FILE NO : 1		
TYPE : Pint				PORTION :	360	ml
BASIC FOOD COST						
No	INGREDIENTS	QTY	UOM	QTY/PACK	COST/UNIT	TOTAL COST
1	Strawberries	35	gr	5,000	Rp200,000	Rp1,400
2	Coconut milk	100	ml	1,000	Rp10,000	Rp1,000
3	Egg yolk	30	gr	10,000	Rp175,000	Rp525
4	Soy milk	210	ml	1	Rp3	Rp679
5	Sugar	25	gr	50,000	Rp440,000	Rp220
7	Jar	1	pcs	100	Rp219,000	Rp2,190
9	Body label	1	pcs	1	Rp400	Rp400
TOTAL BASIC FOOD COST						Rp6,414
Misc					10%	Rp641
Cost Per Portion						Rp7,055

Table 2.2.1b Lucious Sour Berries

c. Exotic Mango Pineapple

RECIPE NAME : Exotic Mango Pineapple				FILE NO : 1		
TYPE : Pint				PORTION :	360	ml
BASIC FOOD COST						
No	INGREDIENTS	QTY	UOM	QTY/PACK	COST/UNIT	TOTAL COST
1	Mango	30	gr	10,000	Rp250,000	Rp750
2	Pineapple	30	gr	5,000	Rp90,000	Rp540
3	Coconut milk	100	ml	1,000	Rp10,000	Rp1,000
4	Egg yolk	40	gr	10,000	Rp175,000	Rp700
5	Soy milk	210	ml	1	Rp3	Rp679
6	Sugar	25	gr	50,000	Rp440,000	Rp220
7	Jar	1	pcs	100	Rp219,000	Rp2,190
8	Body label	1	pcs	1	Rp400	Rp400
TOTAL BASIC FOOD COST						Rp6,479
Misc					10%	Rp648
Cost Per Portion						Rp7,127

Table 2.2.1c Exotic Mango Pineapple

d. Guava Star Fruit Ice Cream

RECIPE NAME : Guava Star Fruit Ice Cream				FILE NO : 1		
TYPE : Pint				PORTION :	360	ml
BASIC FOOD COST						
No	INGREDIENTS	QTY	UOM	QTY/PACK	COST/UNIT	TOTAL COST
1	Guava	30	gr	1,000	Rp12,000	Rp360
2	Star fruit	30	gr	1,000	Rp20,000	Rp600
3	Soy Milk	210	ml	1	Rp3	Rp679
4	egg yolk	30	gr	10,000	Rp175,000	Rp525
5	Coconut milk	120	ml	1,000	Rp10,000	Rp1,200
6	Sugar	15	gr	50,000	Rp440,000	Rp132
7	Jar	1	gr	100	Rp219,000	Rp2,190
8	Body label	1	gr	1	Rp400	Rp400
TOTAL BASIC FOOD COST						Rp6,086
Misc					10%	Rp609
Cost Per Portion						Rp6,694

Table 2.2.1d Guava Star Fruit Ice Cream

e. Fierce Kiwi Dragonfruit

RECIPE NAME : Fierce Kiwi Dragonfruit				FILE NO : 1		
TYPE : Pint				PORTION :	360	ml
BASIC FOOD COST						
No	INGREDIENTS	QTY	UOM	QTY/PACK	COST/UNIT	TOTAL COST
1	Kiwi	35	gr	1,000	Rp48,000	Rp1,680
2	Dragon fruit	30	gr	1,000	Rp19,000	Rp570
3	Soy Milk	210	ml	1	Rp3	Rp679
4	Egg yolk	30	gr	10,000	Rp175,000	Rp525
5	Coconut milk	120	ml	1,000	Rp10,000	Rp1,200
6	Sugar	15	gr	50,000	Rp440,000	Rp132
7	Jar	1	gr	100	Rp219,000	Rp2,190
8	Body label	1	gr	1	Rp400	Rp400
TOTAL BASIC FOOD COST						Rp7,376
Misc					10%	Rp738
Cost Per Portion						Rp8,113

Table 2.2.1e Fierce Kiwi Dragonfruit

f. Sophisticated Earl Gray

RECIPE NAME : Sophisticated Earl Gray				FILE NO : 1		
TYPE : Pint				PORTION :	360	ml
BASIC FOOD COST						
No	INGREDIENTS	QTY	UOM	QTY/PACK	COST/UNIT	TOTAL COST
1	Earl grey	5	gr	200	Rp92,000	Rp2,300
2	Egg yolk	30	gr	10,000	Rp175,000	Rp525
4	Soy Milk	210	ml	1	Rp3	Rp679
5	Coconut milk	120	ml	1,000	Rp10,000	Rp1,200
6	Sugar	15	gr	50,000	Rp440,000	Rp132
7	Jar	1	gr	100	Rp219,000	Rp2,190
9	Body label	1	gr	1	Rp400	Rp400
TOTAL BASIC FOOD COST						Rp7,426
Misc					10%	Rp743
Cost Per Portion						Rp8,168

Table 2.2.1f Sophisticated Earl Gray

g. Sweet Classic Klepon

RECIPE NAME : Klepon				FILE NO : 1		
TYPE : Pint				PORTION :	360	ml
BASIC FOOD COST						
No	INGREDIENTS	QTY	UOM	QTY/PACK	COST/UNIT	TOTAL COST
1	soy milk	210	ml	1	Rp3	Rp679
2	coconut milk	120	ml	1,000	Rp10,000	Rp1,200
3	palm sugar	20	gr	1,000	Rp17,000	Rp340
4	pandan leaves	2	pcs	10	Rp3,400	Rp680
5	egg yolk	30	gr	10,000	Rp175,000	Rp525
6	sugar	10	gr	50,000	Rp440,000	Rp88
7	dried coconut	20	gr	1,000	Rp49,000	Rp980
8	Jar	1	gr	100	Rp219,000	Rp2,190
9	Body label	1	gr	1	Rp400	Rp400
TOTAL BASIC FOOD COST						Rp7,082
Misc					10%	Rp708
Cost Per Portion						Rp7,790

Table 2.2.1g Sweet Classic Klepon

2.2.2 Cone Size Cost of Goods Sold

a. Goopy Dark Chocolate

RECIPE NAME : Goopy Dark Chocolate				FILE NO : 2		
TYPE : small cup / cone				PORTION :	55	ml
BASIC FOOD COST						
No	INGREDIENTS	QTY	UOM	QTY/PACK	COST/UNIT	TOTAL COST
1	Goopy Dark Chocolate	55	ml	360	Rp5,789	Rp884
2	Ice Cream Cone	1	pcs	10	Rp8,000	Rp800
TOTAL BASIC FOOD COST						Rp1,684
Misc					10%	Rp168
Cost Per Portion						Rp1,853

Table 2.2.2a Cone Goopy Dark Chocolate

b. Licious Sour Berries

RECIPE NAME : Licious Sour Berries				FILE NO : 2		
TYPE : small cup / cone				PORTION :	55	ml
BASIC FOOD COST						
No	INGREDIENTS	QTY	UOM	QTY/PACK	COST/UNIT	TOTAL COST
1	Licious Sour Berries	55	ml	360	Rp6,414	Rp980
2	Ice Cream Cone	1	pcs	10	Rp8,000	Rp800
TOTAL BASIC FOOD COST				Rp1,780		
Misc				10%		Rp178
Cost Per Portion				Rp1,958		

Table 2.2.2b Cone Licious Sour Berries

c. Exotic Mango Pineapple

RECIPE NAME : Exotic Mango Pineapple				FILE NO : 2		
TYPE : small cup / cone				PORTION :	55	ml
BASIC FOOD COST						
No	INGREDIENTS	QTY	UOM	QTY/PACK	COST/UNIT	TOTAL COST
1	Exotic Mango Pineapple	55	ml	360	Rp6,479	Rp990
2	Ice Cream Cone	1	pcs	10	Rp8,000	Rp800
TOTAL BASIC FOOD COST				Rp1,790		
Misc				10%		Rp179
Cost Per Portion				Rp1,969		

Table 2.2.2c Cone Exotic Mango Pineapple

d. Guava Starfruit Ice Cream

RECIPE NAME : Guava Star Fruit Ice Cream				FILE NO : 2		
TYPE : small cup / cone				PORTION :	55	ml
BASIC FOOD COST						
No	INGREDIENTS	QTY	UOM	QTY/PACK	COST/UNIT	TOTAL COST
1	Guava Star fruit ice cream	55	ml	360	Rp6,086	Rp930
2	Ice Cream Cone	1	pcs	10	Rp8,000	Rp800
TOTAL BASIC FOOD COST				Rp1,730		
Misc				10%		Rp173
Cost Per Portion				Rp1,903		

Table 2.2.2d Cone Guava Starfruit Ice Cream

e. Fierce Kiwi Dragonfruit

RECIPE NAME : Fierce Kiwi Dragonfruit				FILE NO : 2		
TYPE : small cup / cone				PORTION :	55	ml
BASIC FOOD COST						
No	INGREDIENTS	QTY	UOM	QTY/PACK	COST/UNIT	TOTAL COST
1	Kiwi Dragonfruit ice cream	55	ml	360	Rp7,376	Rp1,127
2	Ice Cream Cone	1	pcs	10	Rp8,000	Rp800
TOTAL BASIC FOOD COST				Rp1,927		
Misc				10%		Rp193
Cost Per Portion				Rp2,120		

Table 2.2.2e Cone Fierce Kiwi Dragonfruit

f. Sophisticated Earl Gray

RECIPE NAME : Earl Grey ice cream				FILE NO : 2		
TYPE : small cup / cone				PORTION :	55	ml
BASIC FOOD COST						
No	INGREDIENTS	QTY	UOM	QTY/PACK	COST/UNIT	TOTAL COST
1	Earl Grey ice cream	55	ml	360	Rp7,426	Rp1,135
2	Ice Cream Cone	1	pcs	10	Rp8,000	Rp800
TOTAL BASIC FOOD COST				Rp1,935		
Misc				10%		Rp193
Cost Per Portion				Rp2,128		

Table 2.2.2f Cone Sophisticated Earl Gray

g. Klepon Ice Cream

RECIPE NAME : Klepon ice cream				FILE NO : 2		
TYPE : small cup / cone				PORTION :	55	ml
BASIC FOOD COST						
No	INGREDIENTS	QTY	UOM	QTY/PACK	COST/UNIT	TOTAL COST
1	Klepon ice cream	55	ml	360	Rp7,082	Rp1,082
2	Ice Cream Cone	1	pcs	10	Rp8,000	Rp800
TOTAL BASIC FOOD COST				Rp1,882		
Misc				10%		Rp188
Cost Per Portion				Rp2,070		

Table 2.2.2g Cone Klepon Ice Cream

2.2.3 Pint Size Margin

PRODUCTS	COGS	MARGIN	SELLING PRICE	SIZE
Chocolate ice cream	Rp6,368	Rp67,632	Rp74,000	360ml
Strawberry ice cream	Rp7,055	Rp66,555	Rp74,000	
Mango-pineapple ice cream	Rp7,127	Rp66,484	Rp74,000	
Guava-starfruit ice cream	Rp6,694	Rp66,916	Rp74,000	
Klepon ice cream	Rp7,790	Rp66,398	Rp74,000	
Kiwi dragonfruit ice cream	Rp8,113	Rp65,497	Rp74,000	
Earl Grey ice cream	Rp8,168	Rp65,442	Rp74,000	

Table 2.2.3 Pint Size Margin

2.2.4 Cone Size Margin

PRODUCTS	COGS	MARGIN	SELLING PRICE	SIZE
Chocolate ice cream	Rp1,853	Rp20,147	Rp22,000	55ml (scoop/cone)
Strawberry ice cream	Rp1,958	Rp19,983	Rp22,000	
Mango-pineapple ice cream	Rp1,969	Rp19,972	Rp22,000	
Guava-starfruit ice cream	Rp1,903	Rp20,038	Rp22,000	
Klepon ice cream	Rp2,070	Rp19,959	Rp22,000	
Kiwi dragonfruit ice cream	Rp2,120	Rp19,821	Rp22,000	
Earl Grey ice cream	Rp2,128	Rp19,813	Rp22,000	

Table 2.2.4 Cone Size Margin

2.2.5 Production and Operational Flow

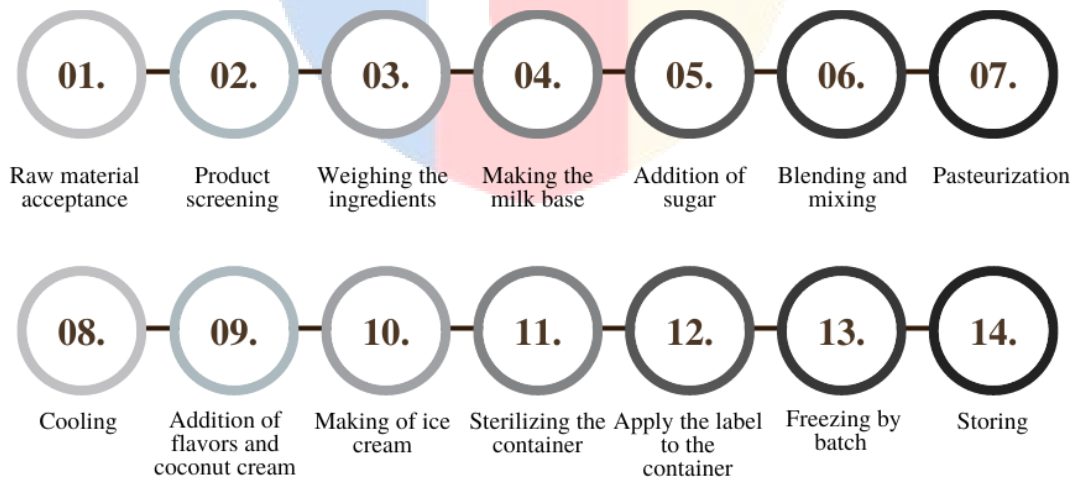


Figure 2.2.5 Business Operational Flow

2.3 Product Prototype

2.3.1 Product Packaging Example



Figure 2.3.1 Luscious Sour Berries Packaging

2.3.2 Packaging Label Design



Figure 2.3.2a Luscious Sour Berries Label



Figure 2.3.2b Gooney Dark Chocolate Label

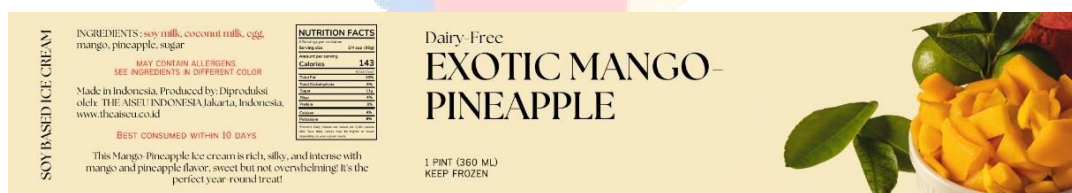


Figure 2.3.2c Exotic Mango-Pineapple Label



Figure 2.3.2d Sophisticated Earl Gray



Figure 2.3.2e Tropical Guava Starfruit



Figure 2.3.2f Fierce Kiwi Dragonfruit Label



Figure 2.3.2g Sweet Classic Klepon Label

2.4 Business Stakeholders

According to Borne (2005), A stakeholder is an individual or group of people who have one or more interests. In aspects of rights or ownership of a project or can contribute in the form of knowledge. to support, influence or be affected by. Below are Swinter’s stakeholders that will help the business.

2.4.1 Primary Stakeholder

a. The Owner

Definition	Interest	Communication System		
		What	When	How
A person / corporate that controls and responsible towards their company	Making a place that leads a company towards a successful goal within the budget, time and performance.	Information on project status, issues and risk	Every 30 days	Meeting / Report

Table 2.4.1a The Owner

b. The Staff / Manager

Definition	Interest	Communication System		
		What	When	How
People who have access to the making of the product and an important element of failure or success of the company	To work according to standard procedures and policies that have been agreed too.	making the products	Every day	Meeting / Report / Briefing
		and review the detailed plan (tasks, assignments, etc)		

Table 2.4.1b The staff/manager

c. The Customer

Definition	Interest	Communication System		
		What	When	How
Certain people or companies that buy a product or service with a certain expectation	To try and enjoy the products if it is already according to their expectations or not.	The product cost,	Every day	Through mobile apps, advertisement, and stores
		price and services		

Table 2.4.1c The customer

d. Supplier

Definition	Interest	Communication System		
		What	When	How
The party that Provides products or services to other companies.	To ensure the quality of the products and delivered according to schedule and gives rational prices	the needed products	When inventory is low / before it is low	Formal request through emails, phones and any other communication tool.
		quality and quantity		

Table 2.4.1d The Supplier

e. Creditors

Definition	Interest	Communication System		
		What	When	How
An institute or person or company that gives investment	To ensure money flow and company stability	Arrange funds and management	Every 30 days	Formal report or email

Table 2.4.1e The Creditors

f. Local Government / Nutritionist

Definition	Interest	Communication System		
		What	When	How
The local government and the nutritionist	The people who decide the taxes and whether or not allowing extension such as stores. To make the Nutritional Fact on the products	The company missions and products	Before starting the business	Formal proposal and/or request

Table 2.4.1f Local Government / Nutritionist

2.4.2 Secondary Stakeholders

a. Competitor

Definition	Interest	Communication System		
		What	When	How
Are other ice cream store / businesses close and have unique service and menu	product and service quality, price and location	The company missions and products	Before starting the business	Monitoring / regular visits as customers.

Table 2.4.2a Competitor

b. Media

Definition	Interest	Communication System		
		What	When	How
Communication on channels through Internet, direct mail, website, apps.	To show the quality of the product, services and type of customer who will buy the product	Notify about changes and new trends that affect the company	Monthly or according to agreement time	Websites, Instagram, videos

Table 2.4.2b Media

2.5 Business Process

2.5.1 In Store

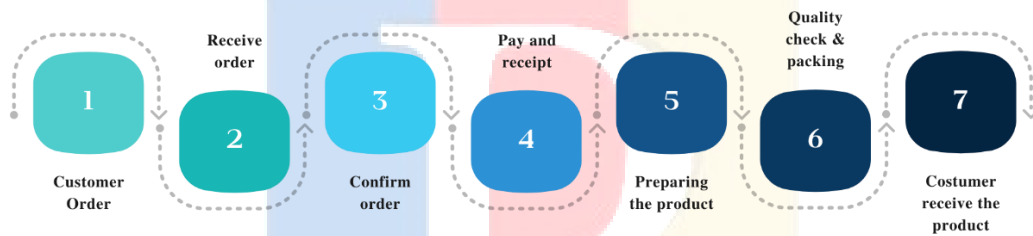


Figure 2.5.1 In Store Business Flow

2.5.2 E-Commerce

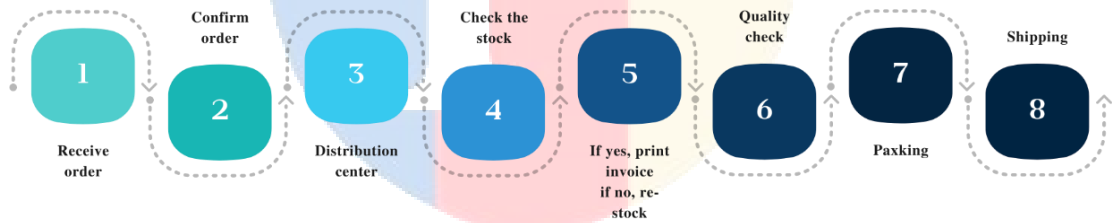


Figure 2.5.2 E-commerce Business Flow

2.6 Corporate Identity

Corporate Name	Swinter
Meaning	Summer and Winter
Philosophy	Swinter is a combination between summer and winter, because we want to bring joyful moments in summer and winter or in Indonesia it means dry and monsoon season. Which means a full year round of happiness!
Corporate Culture	Our company culture prioritizes teamwork and fun within the company. We create products and services by connecting and working together while also including the aspect of fun for our employees while helping the performance of the company.

Table 2.6 Corporate Identity

2.6.1 Brand's Logo

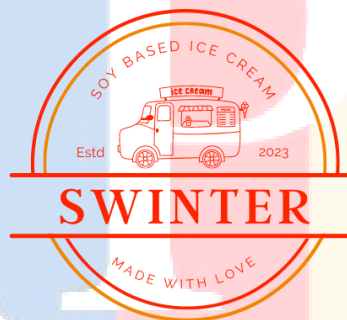


Figure 2.6.1 Swinter's Logo

2.6.2 Logo Philosophy

Swinter logo philosophy is quite simple. The first element is the ice cream truck represents us that specializes in ice cream to provide for sale or sold. The second element is the name itself. Next, is the circle which represents our strive to be socially connected towards our consumer to create a whole community.

2.6.3 Brand's Colour Identity

a. Brand's colour

According to Canva, a graphic design company, scarlet is associated with passion, warmth, confidence, and energy. Hex #FF2400 is made of 100% red, 14.1% green and 0% blue.



Figure 2.6.3a Scarlet

b. Brand's Complimentary Color

According to Canva, a graphic design company, tangerine is youthful, playful and energetic. Hex #FF2400 is made of 100% red, 14.1% green and 0% blue.



Figure 2.6.3b Tangerine

2.6.4 Logo Font

Font : Argent

SWINTER

Figure 2.6.4 Logo Font