



Hak cipta dan penggunaan kembali:

Lisensi ini mengizinkan setiap orang untuk mengubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

Copyright and reuse:

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

CHAPTER I

COMPANY OVERVIEW

A. Business Concept

1. Background

Based on data from a website named soya.be (2013), people does not only drink soy milk as an enjoyment, but people also drink it because of its health benefits. Soy milk is an excellent source of high quality protein and B-vitamins. These are the health benefits of soy milk:

a. Vegetable Proteins

Vegetable protein can cause less loss of calcium through the kidneys.

b. No Lactose

75 percent of world population are lactose intolerance, 75 percent of Africans and 90 percent of Asians. For additional, it contains the prebiotic sugars which boost immunity and help decrease toxic substances in body.

c. Only 0.5 percent of children that allergic with soy milk, besides 2.5 percent allergic with cow's milk.

d. Reduces Cholesterol

The FDA (Food and Drug Administration of US) confirms that soy protein, as a part of a low diet in saturated fat and cholesterol may significantly reduce the risk of coronary heart. The FDA recommends to consume 25grams of soy protein in daily meals.

e. Rich in Isoflavones

Isoflavones have many health benefits, such as reduction of cholesterol, easing of menopause symptoms, prevention of osteoporosis and reduction of risk for certain cancers (prostate cancer and breast cancer)

f. Does not cause insulin dependent diabetes

Some studies have shown an association between drinking cow's milk in early life and the development of insulin dependent diabetes. But, it does not exists with soy milk.

2. Company Profile

SoyAshoy is the name of company which produces soy milk. The name is inspired from ‘soya bean’ which is the main ingredients, and ‘ashoy’ is another Indonesian jargon similar to ‘asyik’ that known as ‘enjoy’. Related to the company name, *SoyAshoy* will produces soy milk with the taste of enjoyment.

People in this era likes to look out for innovation or renewal of some products, especially in culinary or food and beverage. A lot of companies are compete in beverages section, which popular with milk tea or boba (bubble or pearl). In these competition, *SoyAshoy* wants to make an innovation from the popular boba milk tea by changing their basic dairy milk ingredients into soy milk. As known before, soy milk is healthier than dairy milk and people with lactose intolerance or allergic of cow’s milk can enjoy another popular beverages without any risks.

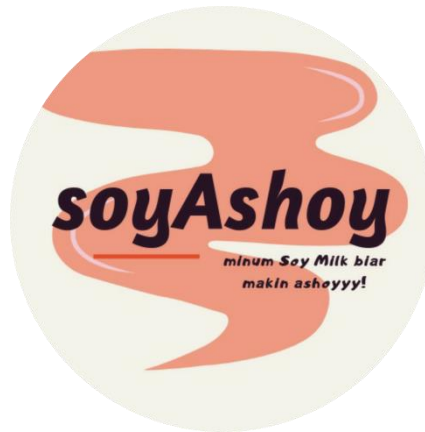


Figure 1.1 Company Logo

As a part of branding, these are the philosophy of company logo:

- a. The shape and red color on background will attract more customers, because the color is eye-catching especially for children;
- b. The line under “soya” means the products based on soya bean;
- c. *SoyAshoy* is company name
- d. *SoyAshoy* has a tagline which appears in company logo, “minum soy milk biar makin ashoyyy!”

B. Goal

1. Vision

SoyAshoy wants to be an icon of innovated soy milk products which is healthier to be consumed.

2. Mission

- a. Serves soy milk in different way of serving
- b. Put forward the good quality of products and services
- c. Improves products and services in the line of company vision

3. Value Proposition

SoyAshoy developed soy milk based products to give a healthier option for customers.

4. Strategy

a. Limit Factors

Life will always about trends, as a trend will growth quickly so every company should prepare for any threats. These are *SoyAshoy* strategics to keep the business run well:

- 1) Keep a good quality of products and services
- 2) Add seasonal menu with secret recipe of company twice in every six months

b. Critical Success Factors

- 1) Communication between company with employee, company with customers, and employee with customers
- 2) Good teamwork for each employee

5. Selling Timeline

Table 1.1 Selling Timeline

No	Progress	Aug				Sept				Oct				Nov				Dec				Jan				Feb				Mar				Apr				May				June				July			
		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
1	Business Idea and Concept																																																
2	Product Research																																																
3	Choose product																																																
4	Make a business plan																																																
5	Product Testing																																																
6	Review and Feedback																																																
7	Final Proposal																																																
8	Revision																																																
9	Join bazaar																																																
10	Online Selling																																																
11	Open Small Booth																																																

C. Team

SoyAshoy founded by Zulfia Krisanti. This business will be managed by founder, manager and another two staffs. They both do the producing and packing from opening to closing time. Here are the job description of each staffs :

1. Founder – Manager :
 - a. Managing operational and administration
 - b. Controlling staffs
 - c. Producing and packing from opening
2. Supervisor :
 - a. Controlling staffs directly
 - b. Controlling operational store
 - c. Producing and packing
3. Staffs :
 - a. Producing products
 - b. Packing products

- c. Selling products
- d. Make report to manager

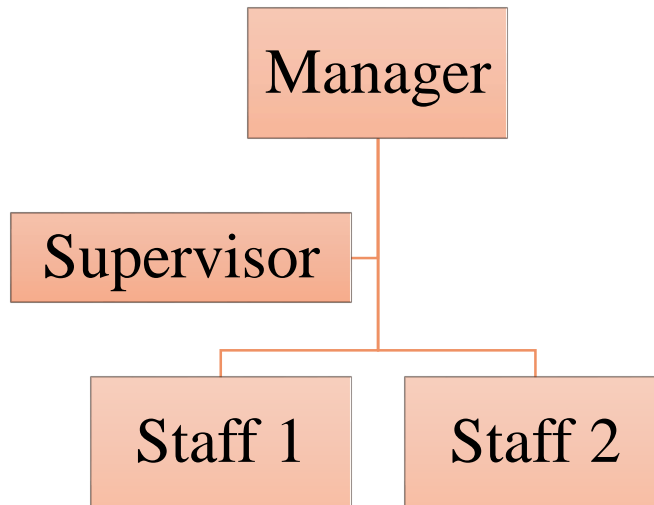


Chart 1.1 Organizational Chart

D. Product

SoyAshoy's product is soy milk mixed with syrup in variant flavors and it will be packaged in a bottle of 330 ml. The product can be stored for two until three days in refrigerator. These are the details for the products :

1. Ingredients

- a. Soya bean

SoyAshoy use good quality of soya bean from their suppliers.

- b. Sugar

SoyAshoy prefer to use white sugar for the sweetness.

- c. Syrup (Flavor)

SoyAshoy use a premium syrup for variant flavors, which is Monin.

- d. Pandan Leaves

- e. Vanili Powder

- f. Salt

2. Toppings

- a. Bubble

SoyAshoy use good quality of bubble from their supplier.

3. Variants
 - a. Original Soy Milk
 - b. Coffee
 - c. Vanilla
 - d. Chocolate
 - e. Strawberry



Figure 1.2 Product Photo