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CHAPTER I

COMPANY OVERVIEW

A. Business Concept

1. Background

Beverage is a human need. In this era, beverage seller is very easy to find. One of them is Healthy Smoothies (HS), which participated in selling beverage that focus on healthy beverage. HS beverage made of banana, dragon fruit, mango, and orange.

Banana is the common type of fruit. They are native to the tropical region of Southeast Asia. Banana contains a number of vitamins and mineral that are beneficial to the human body. It also can be used as a food source that can maintain health and a medicinal ingredient to overcome various diseases. Healthy food and drink nowadays are hard to find, so HS utilizes bananas to become high-quality drink that are easily consumed.

Dragon fruit is considered as a super tropical fruit and medicine because of its benefits. It's also known by the name *pitaya*. This fruit comes from Mexico, South America, and Central America.

Orange is a fruit that has a round shape and orange-color skin. The distinctive aroma released by oranges is very strong so that we can easily guess this citrus fruit without having to see it. Orange has various type of size, namely, small, medium, to large. This fruit has sour taste but some are sweet. This orange has quite a lot of water content in the grains. When you enjoy an orange, you will feel grains of orange that break and produce enough water. Eating oranges can also get rid of thirst.

2. Company Profile

HS is the name of company which produces healthy smoothies drink. Its name is inspired by the abbreviation for healthy smoothies (HS). HS create this business to introduce healthy smoothies drinks to customers and make customers discover the newest smoothies drink designs and have new experiences about taste of fruit and customers who think about their health or not will still enjoy the pleasure of healthy smoothies drink



Figure 1.1 Company Logo

This Logo Explain about :

1. The Symbol + is a PMI (Palang Merah Indonesia) symbol which means first aid for accident to cure and can be interpreted health for humans
2. fruit leaf means health comes from the fruit

B. Goal

1. Vision

- Make people consume fruits
- Encourage someone to know the efficacy of fruits
- Encourage people to live healthy

2. Mission

- Providing fresh fruits
- Using natural ingredients, without preservatives
- Combining (innovating) fruits to make them interesting
- Maintaining the quality of taste and fruit, and cleanliness

3.Timeline

Table 1.1 Timeline Business Plan

ACTIVITY	AUG 2019				SEPT 2019				OCT 2019				NOV 2019				DEC 2019			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Idea business																				
Business Concept & Improvement																				
Counseling advisor																				
Make the product																				
Choose vendor of ingredients																				
Calculate capital for product																				
Find market segment																				
Research market																				
Put the selling price																				
Selling online (Instragram&FB)																				
Make advertisement or endorsement																				
Sell at kios (Bengkulu)																				

ACTIVITY	JAN 2020				FEB 2020				MARCH 2020				APR 2020				MEI 2020			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Sell at kios																				
Sell at bazaar																				
Open New Kios (Tangerang)																				
Make contract with public figure																				
Start competing in the mall with competitors																				
Calculate capital for product																				
Start new outlet in the mall																				
Join bazaar																				
College bazaar																				
Corporate with college																				
Corporate with Gym																				
Sell at kios (Sumatera & Java)																				

C. Team

The company currently runs by Stefanus Budiman, founder of HS. Stefanus Budiman is currently a college student in Hotel Operation Program at Universitas Multimedia Nusantara.

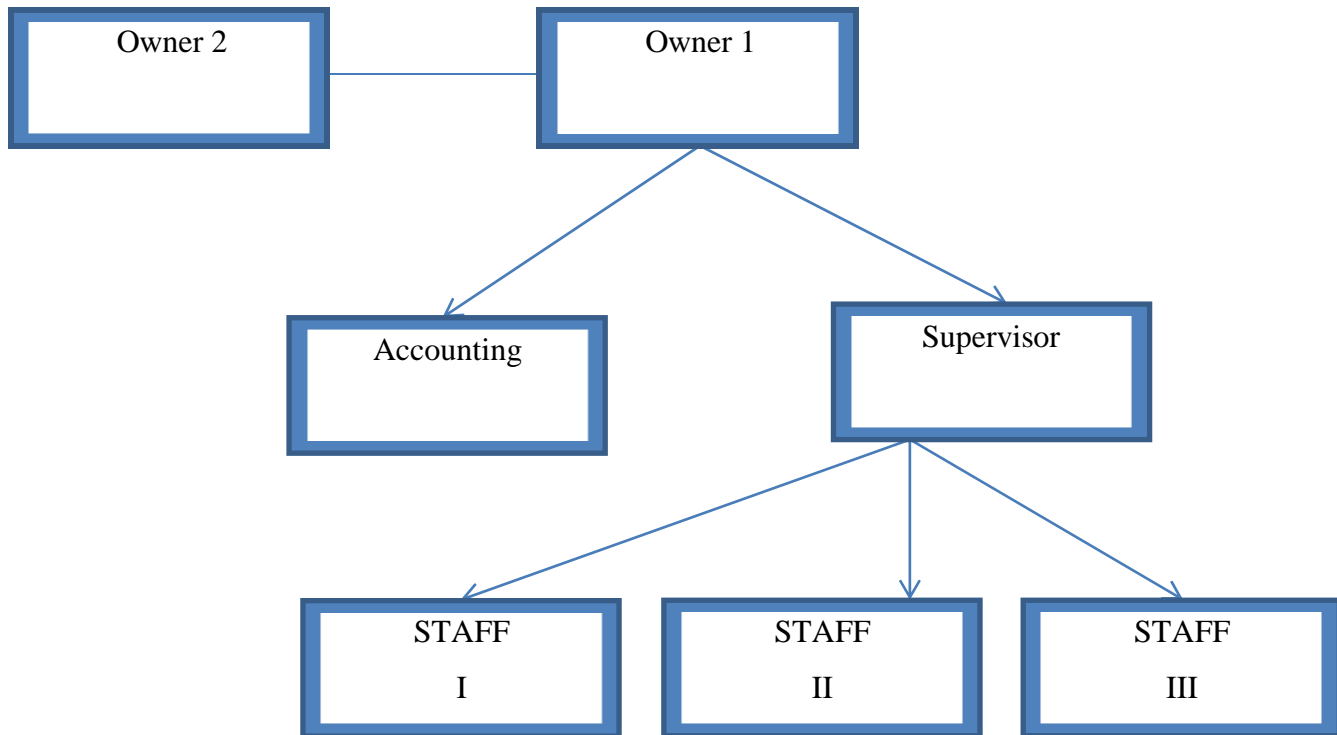


Table 1.2 Company structure

D. The Product

HS Produces some varieties from healthy smoothies. These are the detail for the products:

1. Fruits

- a. Banana
- b. Dragon
- c. Mango
- d. Orange

2. Milk

- a. Low fat milk
- b. Almond milk

- c. Soy milk
- 3. Topping
 - a. Oat Meal
 - b. Granola
 - c. Coco crunch



Figure 1.2

Healthy Banana Smoothies