BUSINESS PLAN

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Abstract— This paper focuses on business to sell new kind of drink. The group has plan to sell new kind of unique drink to customers in Makassar. The purpose of this paper making is to create a proper and clear blueprint of what we're planned to do with our business. This research has plan to sell drink with many kind of taste such as chocolate, vanilla, thaitea, greentea, and taro. SWOT analysis will be used in this paper.

Keywords— Business, Sell, Drink, SWOT.

I. INTRODUCTION

As our task, our group came up with our own business plan. Our group planned to sell new kind of drink. Our group planned to sell new kind of unique drink to customers in Makassar. The mission of our group is to provide our customers with a combination of quality, unique drink with good service and a pleasant market atmosphere. Our group saw an opportunity through this task. We see that this kind of drink is booming across the country. Consumers are looking for a good quality of drink coupled with a great experience of consuming it. Society nowadays, especially teenager and middle-age person are easily attracted by unique products, therefore, we think by selling unique kinds of drink will attract many consumers.

II. PURPOSE OF RESEARCH

The purpose of this paper making is to create a proper and clear blueprint of what we're planned to do with our business. Hopefully, with this paper, we will successfully make and run our business.

Method of Research

Our team planned to sell new kinds of drink that really popular right now, however, they are very hard to find. AZAI is our brand name. We're planned to sell drink with many kind of taste such as chocolate, vanilla, thaitea, greentea, and taro. Our team see that the unique drink especially greentea and thaitea is booming across Indonesia. Consumers are looking for a good taste coupled with a great experience of consuming it. Society nowadays, especially teenager and middle-age person are easily attracted by unique products, therefore, we think by selling unique kinds drink will attract many consumers. Our business form is partnerships, because our team consist of 4 owners and we're also shared our capital and profits.

III. ANALYSIS AND DISCUSSION

Because our business form is partnerships, we're planned to divide our job description. Finance division will be handle by Ayu Latifah, Production of the products will be handle by Alifah Ummu and Marketing & Distribution of our products will be handle by Muh Zul Fadhiyatma and Agum Gunawan.

To be specific,

Finance Division :
AyuLatifah

Production Division :
AlifahUmmuZakiyyah

Marketing & Distribution Division :
Muh Zul Fadhiyatma and Agum Gunawan

SWOT Analysis

The SWOT analysis of business (Robbins, 2012) are as follows:

A. Internal factors.

1. Strengths
   a) The price of our products are quite cheap, so it can be reached by all the consumers.
   b) Our products are homemade beverages and we will make sure to our customers that the quality and cleanliness of our products are our priority.
   c) Our products have a lot of flavor which is more desirable and interesting.
   d) Accessible to Hasanuddin University's student, because we're planned to sell our products in few Canteen around Hasanuddin University.
2. Weakness

Because our products is homemade products, the production process takes so much time. So, our team have to make sure that we can make our products in time without disturbing our personal life and also the quality of our products.

B. External factors

1. Opportunities
   a) This products is already popular across the nation, however it's not really accessible in Makassar, which is an opportunity for us to start this business.
   b) Our market target are children, teenagers, adult, and etc. Especially society nowadays

easily attracted by new and unique kind of foods and beverages which is an opportunity for us

2. Threats

We don't have many competitors in running this business, however there's always a possibilities of new competitors. There are two kind of competitors that we faced or will faced. The first one is direct competitors. Direct competitors are those who sell the same kind of products with us, these kind of competitors is such a huge threats for us. The second one is indirect competitors, indirect competitors are those who sell products especially beverages that have different kind of products with us, however, their products could be a threat to our products. To solve this competitors problem, our solution is we will always maintain the quality of our products and also keep doing campaign and promotion to promote our products

Products

At this point, we're only planned to sell 5 flavour variant. Which is Chocolate, Vanilla, Thai tea, Green tea, and Taro. We divided those 5 flavour variant in two category, which are Regular Flavour and New Flavour. The regular category consist of Chocolate and Vanilla, we say that Chocolate and Vanilla is 'Regular Flavour' because beverages with those flavour is very common and really easy to find. And, we say that Thai tea, Green tea, and Taro is 'New Flavour' because those flavour is really booming right now, however is very uncommon and hard to find.

Each category will have different prices. The 'New Flavour' will be slight expensive rather than the 'Regular Flavour'. Here are the following prices,

Chocolate Flavour Rp	10.000
Vanilla Flavour	10.000
Green tea Flavour	12.000
Thai tea Flavour	12.000
Taro flavour	12.000

With variety of flavors, so people can choose the flavor they want according to their own desires. And also the products that we provide are made by the owners so we can secure the health of the foods and good for consumption by consumers.

Business Plan

Our team saw a huge opportunity in running this business, therefore, our team came up with our Business Plan. This business plan is the blue-print of our vision. Here are the following business plan (Robbins, 2012):

1. Short Run Plan

Short run plan is the plan that we created for such a short term of business. Our short run plan is to maintain the promotion of our products to make it popular and known, we also try to maintain our product quality.

2. Medium Run Plan

Medium run plan is the plan that we created after we manage to accomplish the short run plan. After we realized we're able to do the short run plan in our daily basis of our business, we'll move to our medium run plan. Our medium run plan is to make sure that our business is still and continuously running without any barriers, improve our quality and we realized that probably in the future there's some factors that forced us to increase our products prices, however we will make sure that we make a rational calculation, and also we still have to maintain the promotion to make our products widely known to people in Makassar.

3. Long Run Plan

Long run plan is the plan that we created after we manage to accomplish the short run plan. This long run plan is created to be our guidance for the sustainability of our business. With proper long run plan, we can make sure that our business have long business cycle. Our long run plan are we want to make sure that our quality isn't change or decrease, however always increase time by time, we also want to make sure that our products is widely known and popular, we can hire employees and move to technological production which will be more easier and less costly and hopefully we can sell our products in supermarket or in our own store.

Marketing Strategy

For running the business we need the best strategy of promoting our products. These are the strategy of promotion (Madura, 2007):

1.Word of mouth

The simplest kind of promotion is word of mouth promotion. This promotion campaign is such a well-known and popular promotion campaign especially for those who just start a business. This campaign does not need lot of money, however really effective in gaining customers. Our group will promote our business with this method with our family, friend, acquaintance or even strangers. We will make our products as well-known as possible.

2.With Social media

In this globalization era, social media is really popular. Besides used as social activity platform, social media also wellknown as an effective promotion platform. Our group will promote our products through social media such as Facebook, Twitter, Instagram, Path, Tumblr and other wellknown social media.

3.Other campaign

We're planned to create a flyer, brochure and other campaign stuff I promoting our products. We will put our brochure around Hasanuddin University and make the posters as creative and as attractive as possible. We will make sure that our posters, our brochure and also our logo looks elegant and doesn't look 'cheap' at all, which will attract more customers.

Financial & Operational Analysis

Our capital come up from us that we divide Rp 200.000 for each members. So we get Rp 800.000 from owner's capital. Then we need Rp 10.0000.000 from PMW fund for runnig this business. Our cost of production for one time production per week we can see from the table below. The profit we get, we can see from difference between revenue that we get and cost of production (Variant,1992 and 2010).

CAPITAL

Owner's Capital		**Costs**
Capital from Owner x 4 Owner	Rp	800,000
PMW Fund	Rp	10.000,000
Totals	Rp	10.800,000

COST OF PRODUCTION

Ingredients		**Costs**
(For 1 Time Production / week)		
Flavor Powder		
Vanilla Powder	Rp	65,000 / kg
Chocolate Powder		65,000 / kg
Green Tea Powder		65,000 / kg
Taro Powder		65,000 / kg
Thai Tea Powder		70,000 / kg
Totals	Rp	330,000



Ingredients		**Costs**
1 Galoon of Water x 2	Rp	75,000
Liquid Sugar 5kg		50,000
Totals	Rp	125,000

Equipment		**Costs**
		Production
Shaker 550ml x 2	Rp	200,000
Jigger x 2		70,000
Packaging		
Bottle x 300	Rp	450,000
Brand Sticker x 300		200,000
Totals	Rp	650.000

Other Expenses	**Costs**
Shipping cost	Rp 300,000
Unexpected expenses	Rp 200,000
Totals	Rp 500,000

COST OF PRODUCTION	**Costs**
Ingredients	Rp 330,000
Other Ingredients	125,000
Equipment	650,000
Other expenses	500,000
Totals	Rp 1.605.000 / week

PROFIT

Revenue	**Costs**
2 Regular Flavor	
10,000 x 120	Rp 1.200,000
12,000 x 180	Rp2.160,000
Revenue	Rp3.360,000 / week

Net Profit	**Costs**
Revenue	Rp 3.360,000
Cost of Production	1.605,000
Net Profit	**Rp 1.755.000 / week**

Future Profit	**Costs**
Net Profit x 4	Rp 1.755.000 x 4
Net Profit (per month)	**Rp 7.020.000 / month**
Net Profit (per month) x 12	Rp 7.020.000 x 12
Net Profit (per year)	Rp 84.240,000 / year

CONCLUSION

Thus our proposal. Thanks to God because of all his mercy and guidance we can accomplish our business proposal. And we also extend our gratitude to all those who have helped us in made this proposal. We hope this proposal can be accepted by all parties. With the completion of this proposal, we look forward to establish our business that we have planned. We approve all suggestions and constructive criticism from all sides, because we realize that our proposal is still far from perfect. Hopefully these suggestions and criticisms can be a reference or a lesson for us to be better in the next time.

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