

CHAPTER I

EXECUTIVE SUMMARY

1.1 Introduction

Indonesia is the 4th most populated countries in the world. This certainly has an influence on the amount of public consumption of food products and beverages consumed every day. Many of the local and imported products are easily found on the market for public consumption.

The large number of food and beverage products available in the market certainly results in consumers faced with a variety of product choices that they can consume. As demand for food increases, many see this as an opportunity to establish their own business. This can be seen from an increasing number of restaurants in Indonesia with the most profitable ones being Indonesian cuisine or seafood with a touch of Indonesian sauce.

Unlike in other countries, in Indonesia, there are no fixed laws or minimum size of meat that is allowed to be on sale when selling crabs. Suppliers often give restaurants a less fat crab, or crab with a less than optimal meat. Thus, consumers are often not satisfied when being served in the restaurant.

This is where the idea of Queen's Park Crab first came about. A crab business that will supply high quality crabs to restaurants and also to single buyers.

1.2 Company Description

Queen's Park Crab is a crab business that uses vertical farming method and recirculating aquaculture system for crabs to provide fresh living crabs for consumers and are able to guarantee that every crab bought will be of high full meat quality.

The choice of the name of Queen's Park Crab is inspired by the base and home of the founders which is in *Taman Ratu* and when translated to English, it becomes *Queen's Park*. The reason on why this name is chosen is simple. The founders have such a huge vision about where and what they want to be in the future. A feasible marketing, operating and financial plan is essential when it comes to making that vision a reality. However, there is one thing that the founders have and will always keep in mind, and that is where this all begins. The name *Queen's Park* will always remind these founders where they started from, and why they run this business in the first place. It all truly came from a passion of eating crabs and sharing this passion to more people.

Queen's Park also perfectly describes the system placed to develop these crabs. For the founders, the quality of the crabs is the utmost important. Treating these crabs like a queen, feeding them food, giving them vitamins and also tracking their progress

daily. The word queen is often associated with royalty. Crabs offered and sold by Queen's Park Crab will not only be of high quality, but rather it will be of *royalty quality*.

1.3 Industry Analysis

As a newcomer in the food and beverage industry, surely an industry analysis is needed to find out how an industry works and what factors have an influence on the industry. Here, the industry analysis carried out by Queen's Park Crab is to use Porter Five Forces to assess the internal conditions of the industry, and whether it is suitable and feasible to enter or not. Besides Porter Five Forces, another industry analysis used by Queen's Park Crab is to focus on the external factors of an industry by using, PESTLE which consists of Politics, Economy, Social, Technology, Legal, and Environment.

1.4 Marketing Analysis

Market analysis is certainly important to be used in a business in order to find out which market shares can be used as target markets that have good potential. Here, the market that is used as a consumer target from Queen's Park Crab are both male and female whose age is 17 years and above with majority that are willing to spend around Rp.1,000,000-Rp.5,000,000 per month. This information is essential going forward when we will do marketing for our business-to-consumer transactions.

Queen's Park Crab will also pursue business-to-business (B2B) transactions. Our main target are seafood restaurants which are located in West Jakarta which many are well-known seafood restaurants. Those are the prospective well-established restaurants and those who eat in those restaurants are usually those who fit our spending criteria. These restaurants sell crab dishes but sold out often times due to high demand by the market. The restaurants are suitable for family gathering, and actually families are the main consumer of crab, both suitable for any gender and age.

Queen's Park Crab will also assess the direct and indirect competitors, that includes: Crab House Indonesia, Soft shell Crab farmer and traditional farmers.

1.5 Marketing Plan

Currently, as Queen's Park Crab is still operating in a small-scale, the main marketing plan used by Queen's Park Crab is to utilize social media such as Instagram, WhatsApp, Tokopedia and other platforms. In addition, word of mouth marketing method is also used here because of the fact that Queen's Park Crab itself operates in the sea food industry. When consumers are satisfied with the products they receive and are in accordance with the expectations they imagine, they will tend to tell relatives and friends about their purchasing experience and the products they buy. TOWS analysis is also used in analyzing markets and making strategies so that Queen's Park

Crab has in-depth knowledge of strengths and weaknesses, as well as opportunities and threats that lie ahead. Also, Queen's Park Crab will also visit restaurants regularly and offer them the crab whilst giving them a crab to try as a trial.

1.6 Management Team and Company Structure

The management team and company structure certainly have an important role in an organization. The existence of a company structure will make it easier to navigate and know each task and responsibility that exist in one individual in its contribution to the company's operations. As Queen's Park Crab is still on a small scale, there are a number of tasks that are held together as an individual responsibility. Aydeline Gandaputra, Hananya Clay Ranggi and Reiner Darmadi do not only serve as founders, but also as the Marketing and Financial Manager, Relations Manager, and Operations Manager respectively.

Soon, as Queen's Park Crab wish to expand, there will be permanent employees who are placed in the field to assist the founders. As for now, Queen's Park Crab's operational scale is still small and has not hired professional services in its operations so it can be said that Queen's Park Crab company structure is rather simple.

1.7 Operations Plan

In general, Queen's Park Crab operations will be done by all three founders, with each of them focusing on their own departments. Most marketing will be done on social media and also frequent visits to restaurants offering them the best price and highest quality available of crabs. Crabs will be bought from suppliers and will directly be placed in our aquaculture system for the process of fattening. Once it is ready, it will be sold to restaurants or single buyers.

When an order is placed, crabs will be packed neatly in a box with secure placing and quick delivery. With good feedback, response and good market enthusiasm from customers, certainly does not make the founders satisfied, but will inspire them to go even further. Together with the team and employees, Queen's Park Crab will continue to always innovate and expand so that the crabs produced can continue in accordance with existing market demand.

1.8 Product and Service Development Plan

In the future, Queen's Park Crab is planning to rent a bigger space to conduct this business. As for now, Queen's Park Crab can only target direct customers due to limited space which means they are not able to provide large amount of crabs in one batch. As their capacity gets larger over time, they could not only sell their products to direct customers only, but also to other businesses who need constant supply of crabs

to ensure their sustainability, such as restaurants, hotels, etc. Then, after the business becomes more stable, they would also export our products to international markets, starting from Southeast Asia. This way, they will slowly target to capitalize both business-to-business and business-to-consumer transactions.

There are a few main things Queen's Park Crab will focus on in the future. These includes; development and expansion of space in order to fit more crabs, renting a place to be used as an office and a bigger space to expand their aquaculture system to improve their main operational activity. Also, reaching out to more restaurants who need fast delivery on crabs and also do more promotion and marketing for direct customers.

1.9 Financial Projections

In the initial stage of establishing Queen's Park Crab, the initial funds deposited by the three co-founders and an angel investor amounted to Rp.315.000.000. Total of co-founders' capital is Rp.15.000.000 and funds from angel investor is Rp.300.000.000. Rp.286.663.000 were used to purchase equipment, tools to set up the aquaculture system and inventories. The remaining fund of Rp.28,337,000 will be used for unexpected necessity.

Future activities that must be held will also have its own individual calculations. Other financial projections such as the income statement, cash flow statement, and other projections show that Queen's Park Crab has good and encouraging potential going forward. All financial reports and related matters will be discussed in Chapter 9.

