

BUSINESS PLAN FOR EXPORTING SALTED DUCK EGGS TO SINGAPORE

A THESIS

**Submitted in Partial Fulfillment of the Requirement for the Bachelor Degree
of Engineering in Industrial Engineering**



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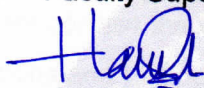
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A THESIS ON BUSINESS PLAN FOR EXPORTING SALTED DUCK EGGS TO SINGAPORE

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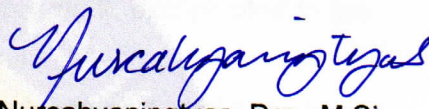
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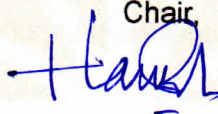
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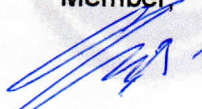
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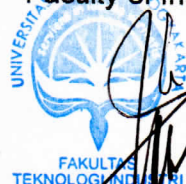
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DECLARATION OF ORIGINALITY OF RESEARCH

I, who undersigned below,

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Date : September 25, 2017

I certify that the research entitled "Business Plan for Exporting Salted Duck Eggs to Singapore" in this research has not already been submitted for any other degree.

I certify that to the best of my knowledge and belief, this research which I wrote does not contain the works of parts of the other people work, except cited in the quotations and bibliography as a scientific paper should.

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DEDICATION

“YOUR LORD WILL NOT GIVE THE POISONOUS SNAKE ON WHO ASKED FOR BREAD”

Dedication to the Lord Jesus who always nurtures and gives new opportunities for His children

“IF YOU LOSE RICH AND SMART, THEN YOU MUST WIN DILIGENT”

Dedication to my parents who always support, educate, and work best for their children.

Dedication to meme and nyonyo for their support and understanding.

“BEING RICH IS NOT ABOUT HOW MUCH YOU HAVE, BUT IT IS ABOUT HOW MUCH YOU CAN GIVE”

Dedication to Mr. Hadisantono, S.T., M.T., Mrs. Ririn Diar Astanti, S.T., M.MT., D.Eng., And Mr. Theodorus Bayu Hanandaka, S.T., M.T. which has inspired, gave life lessons, and helped everything become possible.

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“WITH YOU, IT’S DIFFERENT”

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Finally, the author hopes that this research may give contributions and benefits to the readers.

Yogyakarta, 25 September 2017

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Agata Silviana Santoso

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ABSTRACT

This research aims to construct business plan for exporting Indonesian salted duck eggs to Singapore. Singapore is a small country with high population density. They are not able to fulfill their own foods so they import almost all the foods. Salted eggs demand in Singapore is increasing known from various cuisines and snacks using salted egg, whereas they do not have enough land to build poultry. Indonesia has potency in exporting salted duck eggs since there was excess in duck eggs production in Klaten, Central Java. Indonesian salted eggs have a good taste, yet the breeders cannot sell them well because of the lack of domestic market absorption. The business plan is important to lead the business in the future, how to run the business, and make sure the business is profitable. The business plan contains of general company description, table of contents, product description, marketing plan, operational plan, management and organization, and financial projection. Value chain is used to know the competitive advantage of this business while the marketing analysis is using SWOT analysis and marketing mix 4P. Financial projection calculates income statement, cash flow statement, break-even point, NPV, IRR, and payback period.

The research results the business plan for exporting salted duck eggs to Singapore for five years. The financial projection shows result that total project cost is Rp2,244,704,460.00, the selling price for the first year is Rp2,927.81 and increase every year following the inflation rate. The financial projection shows that this business is profitable with the NPV is Rp4,720,145,356.53 and IRR is 52%. The business is able to be conducted.

Keywords : Business Plan, Export, Salted Duck Egg, Singapore, Indonesia

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