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

AGATA SILVIANA SANTOSO
13 14 07406

INTERNATIONAL INDUSTRIAL ENGINEERING PROGRAM
DEPARTMENT OF INDUSTRIAL ENGINEERING
FACULTY OF INDUSTRIAL ENGINEERING
UNIVERSITAS ATMA JAYA YOGYAKARTA
YOGYAKARTA
2017
IDENTIFICATION PAGE

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

Submitted by
Agata Silviana Santoso
13 14 07406

Has been stated complete and fulfill the applicable requirements on October 23, 2017

Faculty Supervisor,
Theodorus B. Hanandoko, S.T., M.T.

Co-Faculty Supervisor,
Nurcahyaningtyas, Dra., M.Si.

Board of Examiners,
Chair
Theodorus B. Hanandoko, S.T., M.T.

Member,
Agustinus Gatot Bintoro, S.T., MT.

Member,
Dr. Parama Kartika Dewa SP., S.T., M.T.

Yogyakarta, October 23, 2017
Universitas Atma Jaya Yogyakarta
Faculty of Industrial Technology
Dean,
Dr. A. Teguh Siswantoro
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I, who undersigned below,

Student Name : Agata Silviana Santoso
Student ID : 13 14 07406
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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Agata Silviana Santoso
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 Dian 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.
Dedication to Anak-Anak Terang Foundation who teaches the beauty of sharing.

“WITH YOU, IT’S DIFFERENT”

Thanks to Samuel Bobby Sanjoto for the unforgettable youth romance, for keeping me wild, for all fights, for acceptance, for supports, for all feelings and untold stories between us.

Thanks to Jessica Astrella for always be there in any circumstances. You are the real MVP.

Thanks to Adit, Muti, Anton, Nadia, and TIKI 2013 for all laughter, falsity, attention, and stupidity.

Thanks to Theresa Dian, CCL Van Lith XX Gen, and my little family in Van Lith for their support, surprises, togetherness, and unforgettable stories.
ACKNOWLEDGEMENT

The author conducted the research on Business Plan of Exporting Salted Duck Eggs to Singapore to fulfill partial requirement to earn bachelor degree of Industrial Engineering of Universitas Atma Jaya Yogyakarta.

Gratitude and thankfulness are prayed for Lord Jesus Christ for giving such a good grace and opportunities in this life. The author would like to deliver highest appreciation to

1. Mr. Dr. Teguh Siswantoro, M.Sc as the Dean of faculty of Industrial Technology Universitas Atma Jaya Yogyakarta.
3. Mr. Theodorus B. Hanandoko, S.T.,M.T. and Mrs. Nurcahyaningtyas, Dra., M.Si. as the faculty supervisor and co-supervisor for lots of great inspiration, ideas, evaluations, and comments to the author during conducting this research.
4. Mr. Hadisantono, S.T., M.T. and Anak-Anak Terang who have trusted me and taught me so much of lessons life.
5. All of the lecturers in Faculty of Industrial Technology of Universitas Atma Jaya Yogyakarta for all of your dedications to teach the author from first semester until finish.
6. I humbly extend my thanks to all concerned people who co-operated with the author in this research.

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

Yogyakarta, 25 September 2017

Regards,

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

Faculty Supervisor : Theodorus B. Hanandoko, S.T.,M.T.
Co-Faculty Supervisor : Mrs. Nurcahyaningtyas, Dra., M.Si