

CHAPTER 8

CONCLUSION

8.1. Conclusion

This research results a business plan for exporting salted duck eggs to Singapore. The business plan covers the target market, marketing strategy, operational plan, organization plan and financial plan. The target market is Singaporean, especially distributors, supermarkets, traditional markets, and restaurants. Marketing strategies are gotten by knowing the competitive advantage of this business using value chain tool. The analysis is done using SWOT analysis and the marketing is analyzed using marketing mix 4P. The marketing strategies give priorities on looking for buyers through exhibition, promotion, and join exporters and international trading community. The company should keep good relationship with customers, suppliers, and government. Operational and organizational plan cover the workers and work facilities. 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. This business is not profitable yet in the first year because of the marketing expense makes the operational cost becomes too high. The financial feasibility shows result that the NPV is Rp4,720,145,356.53 and IRR is 52% which means the business is feasible. The payback period is 1.623 years. The financial projection is constructed for the first five years because after five years the business should be remodelled or revised following the financial condition and market changing. The business plan shows that this business is feasible to be conducted.

8.2. Suggestions

Considering the result of the business plan for exporting salted duck eggs to Singapore, the business can be conducted. However, there are still many factors that do not explained deeply. Further researches are expected to analyse and manage the risk of the business or go into one specific scope of the business and analyse it deeper.

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