Business Plan of Chocolate Bar Industry in Bogor

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ABSTRACT

Cacao is an important agroindustrial product of Indonesia. Most of Indonesian cacao is exported in form of cacao beans. In contrast, the market of processed cacao such chocolate bars is filled by imported products. The purpose of this research is to make a business plan of chocolate bar company. The research scope includes studying market and marketing aspect, technological aspect, management and organizational aspect, and also financial aspect of a chocolate bar company in Bogor. The data collection methods used are interviews and documents and other secondary data collections. The data are mainly analyzed using investment analysis such as NPV, IRR, payback period, and risk analysis.

The chocolate bar company is located in Cijeruk, Bogor, considering the access to available milk supply as an important raw material, while the location also has satisfactory infrastructure, human resource, and access to markets. The factory capacity is 1000 kg per day. The main raw materials are cocoa liquor and cocoa butter, supplied from a company from Tangerang. The company needs 33 workers. In terms of environment concerns, the company will only produce very small number of solid and liquid waste, which are safe for environment. The total investment needed is Rp. 6,737,746,660,- consisting of fixed asset investment Rp. 5,825,673,700,- and working capital Rp. 912,072,960,-. The NPV value is positive Rp. 5,387,822,787,-. The IRR is 22 percent. The Net B / C value is 1,80. The Payback period is 5,66 years. The investment figures show that the company is feasible to set up.

Keywords: Business Plan, Cacao, Chocolate Bar