

RENCANA BISNIS KATERING MAKANAN SEHAT KHUSUS BALITA

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The following business plan aims to create a service company that specializes in catering. This catering differs from similar industries because of the special processing requirements for food given infants during the golden age (3-5 years). Golden Age is the most important period for a person because it is a period where 90% of brain development occurs (Harvard Center for the Developing Child). It can be said that what is given in the first 5 years of a person's life can affect his future. Unfortunately a lot of parents do not have the time to become fully informed about the right composition of foods given to toddlers.

Nutribee is a product innovation that has not existed before, because it carries out food processing based on the age and weight of consumers, using calculations that have been rigorously standardized, regulated and supervised by diet nutritionists, and also comes complete with a unique food presentation.

The begin of the process of preparing a business plan, one has to analyze internal and external factors companies face, and use various research methods such as 7P's, five forces, STP, and SWOT. Based on these methods used, it is evident that this business has the potential for considerable opportunities for growth and profit. It is also further evident from the financial analysis that the results of the payback period is 1 year 4 months, which is a highly reasonable time frame for an investment of this nature.

Keywords: Business Plan, Catering, Healthy Food, Toddler