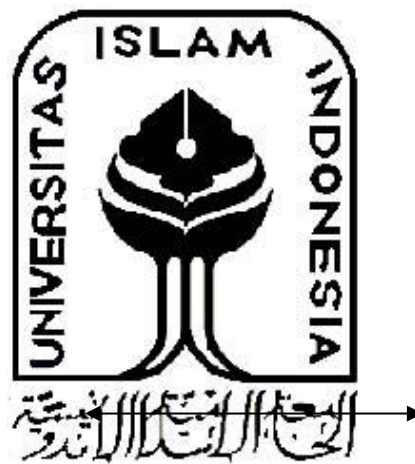


**BUSINESS PLAN AND IMPLEMENTATION REPORT ON STAR-
EGG: OMEGA-3-ENRICHED EGGS IN SLEMAN YOGYAKARTA**

A FINAL PROJECT

**Presented as Partial Fulfillment of the Requirements
to Obtain the Bachelor Degree in Management Study Program**



acc 27/7 2023
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**UNDERGRADUATE INTERNATIONAL PROGRAM IN
MANAGEMENT
FACULTY OF BUSINESS AND ECONOMICS
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YOGYAKARTA
2023**

BUSINESS PLAN AND IMPLEMENTATION REPORT ON STAR-EGG: OMEGA-3-ENRICHED EGGS IN SLEMAN YOGYAKARTA

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DECLARATION OF AUTHENTICITY

Herein I declare the originality of the thesis; I have not presented anyone else's work to obtain my university degree, nor have I presented anyone else's words, ideas or expression without acknowledgment. All quotations are cited and listed in the bibliography of the thesis.

If in the future this statement is proven to be false, I am willing to accept any sanction complying with the determined regulation or its consequence.

Yogyakarta, July 28, 2023



Astrid Wahyu Mahardika

DEDICATION PAGE

To my father, **drh. Suwarsono**

Bapak, I thought the phrase “my dad, my superhero” would only be a cliché motivational quote. Until I look back on you and realize how you even exceed the definition of a superhero of mine. *Pak*, you inspired me a lot to finish this final task no matter how many obstacles I faced. I captured you on my phone lock screen during the writing just so I could remember how tough, strong, and highly amazing you are in fighting for every problem that was never been easy. Then, so should I.

And to the awardee for the strongest woman on earth, my role model, *Ibuk*,

Yohana Suprapti Puji Rahayu, Amd. Keb

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Yogyakarta, July 2023

The Writer



Astrid Wahyu Mahardika

TABLE OF CONTENTS

PAGE OF TITLE.....	i
APPROVAL PAGE.....	ii
LEGALIZATION PAGE.....	iii
DECLARATION OF AUTHENTICITY.....	iv
ACKNOWLEDGEMENTS.....	vi
TABLE OF CONTENTS.....	ix
LIST OF FIGURES.....	xi
LIST OF TABLES.....	xii
LIST OF APPENDICES.....	xiv
CHAPTER I INTRODUCTION.....	1
1.1. Background.....	1
1.2. Problem.....	8
1.3. Objectives.....	8
1.4. Advantages.....	8
1.5. Scope.....	10
1.6. Report Systematics.....	10
CHAPTER II BUSINESS PLAN.....	12
2.1 Business Profile.....	12

2.1.1	Business Model Canva.....	15
2.1.2	Strengths, Weaknesses, Opportunities, and Threats (SWOT)	23
2.2	Business Implementation	25
2.2.1	Overview of Human Resources/Organizational Aspects.....	25
2.2.2	Overview of Production/Operational Aspects	27
2.2.3	Overview of Marketing Aspects	35
2.2.4	Overview of Financial Aspects	40
CHAPTER III BUSINESS IMPLEMENTATION.....		54
3.1.	Marketing Aspects	54
3.2.	Financial Aspects	60
3.3.	Operational/Technical Aspects	72
3.4.	Organizational and Human Resources Aspects	74
CHAPTER IV IDENTIFICATION AND PROBLEM SOLVING		76
4.1.	Problem Identification	76
4.1.1.	Problem in Marketing Aspect	77
4.1.2.	Problem in Financial Aspect.....	78
4.1.3.	Problem in Human Resources Aspect	78
4.1.4.	Problem in Operational Aspect.....	79
4.2.	Theoretical Basis.....	79
4.2.1.	Pricing Strategy.....	79
4.2.2.	Dealing With Agricultural Products Fluctuation Price in the Market	81
4.2.3.	Pull vs Push Strategy Promotion	82

4.2.4. Digital Marketing in B2B	83
4.2.5. Egg Transport	84
4.3. Problem Solving	85
4.3.1. Marketing.....	85
4.3.2. Finance.....	89
4.3.3. Human Resource Management.....	90
4.3.4. Operational / Production.....	91
CHAPTER V CONCLUSION AND RECOMMENDATION.....	94
5.1. Conclusion	94
5.2. Recommendation	96
REFERENCE.....	99
APPENDIX.....	105

LIST OF FIGURES

Figure 2.1 The location of Star-Egg production house.....	14
Figure 2.2 The Business Model Canva of Star-Egg	16
Figure 2.3 Star-Egg organizational structure	25
Figure 2.4 Production process of Star-Egg	28
Figure 2.5 Carophyll Red / Canthaxanthin 10%	29
Figure 2.6 Chicken feeds used by Star-Egg.....	30
Figure 2.7 Eggs harvest	31
Figure 2.8 The packaging of Star-Egg.....	32
Figure 2. 9 Star-Egg in Packaged	33
Figure 2.10 Layer Chicken	33
Figure 2.11 Chicken feeder.....	34
Figure 2.12 Waterer kit.....	34
Figure 3.1 Example of advertising content of Star-Egg	55
Figure 3.2 Ads for end-user customers in Facebook Marketplace	56
Figure 3.3 Ads for Distributor in Facebook Marketplace.....	57
Figure 3.4 Advertising for Distributor in OLX.....	58
Figure 3.5 Eggs delivered to Empire Store.....	59
Figure 3.6 Income graph by Star-Egg (August - November 2021)	71
Figure 3.7 Profit graph by Star-Egg (August - November 2021)	71
Figure 3.8 Organizational structure applied in Star-Egg	74
Figure 4.1 Adjusted Business Model.....	87

LIST OF TABLES

Table 1.1 Average Consumption Per Weekly Capita of Several Types of Essential Food Materials in 2018-2022.....	1
Table 1.2 Respondents' Readiness to Pay Product Prices.....	5
Table 1.3 Egg Consumption After Pandemic	6
Table 2.1 SWOT Analysis of Star-Egg	24
Table 2.2 Job Description of Star-Egg Department.....	26
Table 2.3 Targeting Analysis of Star-Egg	36
Table 2.4 Positioning Analysis of Star-Egg.....	37
Table 2. 5 Omega-3-enriched eggs price in the market.....	39
Table 2. 6 The initial capital with 3.000 populations of chicken.....	41
Table 2.7 The fixed cost with 3.000 populations of chicken	42
Table 2.8 The variable cost with 3.000 populations of chicken	43
Table 2.9 Maximum income of Star-Egg (3000 populations)	45
Table 2.10 Minimum income of Star-Egg (3000 populations).....	46
Table 2.11 The maximum profit of Star-Egg in 4 months.....	46
Table 2.12 The minimum profit of Star-Egg in 4 months	46
Table 2.13 The initial capital with 100 populations of chicken.....	48
Table 2.14 fixed cost with 100 populations of chicken	49
Table 2.15 The fixed cost with 100 populations of chicken.....	50
Table 2.16 Maximum income of Star-Egg (100 populations)	52
Table 2.17 Minimum income of Star-Egg (100 populations).....	52
Table 2.18 The maximum profit of Star-Egg in 4 months (100 populations)	52

Table 2.19 The minimum profit of Star-Egg in 4 months (100 populations).....	53
Table 3.1 Initial Capital of Implementation.....	61
Table 3. 2 Expense of Star Egg in August 2021	61
Table 3.3 Income of Star Egg in August 2021	62
Table 3.4 Expense of Star Egg in September 2021	63
Table 3.5 Income of Star Egg in September 2021	64
Table 3.6 Expense of Star Egg in October 2021	64
Table 3.7 Income of Star Egg in October 2021	65
Table 3.8 Expense of Star Egg in November 2021.....	67
Table 3.9 Income of Star Egg in November 2021	68
Table 3.10 Financial Position of Star-Egg in August-November 2021	70
Table 4.1 Problem of Star-Egg in Marketing, Financial, Human Resources, and Operation Aspect	76
Table 4.2 Problems and Solutions of Marketing Aspect	85
Table 4.3 Problems and Solutions of Financial Aspect	89
Table 4. 4 Problems and Solutions of Human Resources Aspect.....	90
Table 4.5 Problems and Solutions of Operational/Production Aspect	91

LIST OF APPENDICES

Appendix 1 Business Progress Report.....	106
Appendix 2 Example of Job Description Worksheet Applied in Star-Egg	121

CHAPTER I

INTRODUCTION

1.1. Background

The COVID-19 pandemic greatly impacted economic sectors globally, including Indonesia. Many businesses collapsed, and the generating income “paused” for a while. On top of that, 248.852 cases were recorded in Indonesia by September 21, 2020 (Satuan Tugas Penanganan COVID-19 in Setiati & Azwar, 2020). According to Susilawati et al. (2020) a preventive way of "lockdown" lies in many countries. However, the policy created obstacles to economic activities that depressed the economic growth around the world, including Indonesia.

To cope with the virus, many preventions were conducted. One of the starting points of anticipation is by consuming good food. Supporting the idea, Calder et al. (2020) stated that sufficient nutrition is vital to combat viral threats. Furthermore, according to health specialists, 80% of the body's immune system is in the gastrointestinal tract (Mishra & Pastel, 2020). Therefore, good nutrition is one of the keys to preventing the Covid-19 virus.

As Rogero et al. (2020) claimed, dietary supplement intake such as omega-3 fatty acids assist in boosting the treatment and recovery of people infected with SARS-CoV-2. It worked by lowering the inflammatory response. There are several types of omega-3 fatty acids. Among them are eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA); both fats have anti-inflammatory effects (Djuricic & Calder, 2021).

In the wake of the COVID-19 pandemic, the diet and lifestyle get more concerned. As stated by Schiffrin (2020), hypertension, diabetes mellitus, cardiovascular diseases (CVD), and coronary heart disease have been identified as the most common disease leading to the development of Acute Respiratory Distress Syndrome (ARDS) in COVID-19 patients. Supporting the idea, Cardiovascular-disease (CVD) has become one of the vital reasons of death in the Western world (Öhman et al., 2008)

Connecting with the health issue above, a nutritional balance is needed. Schwalfenberg (2006) stated that plenty of research has been conducted in the past ten years and substantially growing. Consequently, it led to the development of new guidelines suggesting that people with CVD should increase their consumption of omega-3 fatty acids.

Regarding the previously elaborated points, omega-3 has many advantages for health. Besides giving an advantage for cardiovascular and boosting the immune for prevention of COVID-19, omega-3 also plays a vital thing in brain health, as omega-3 contains DHA and EPA. DHA gives an important role in the structure and function of brain cellular membranes (Sinclair et al., 2007).

Analyzing the conditions above, the writer's perspective towards the pandemic altered. There is a potential business during the difficult time to fulfill people's need for omega-3. Therefore, "Star-Egg: Omega-3-Enriched Eggs" was established.

The reason for determining a "Star-Egg: Omega-3-enriched Eggs" business is because omega-3 could be consumed in any form of food. Regarding that, the writer saw eggs as becoming one of the most consumed foods for Indonesians.

Table 1.1 shows the Central Bureau of Statistics (BPS, 2022) data regarding Average Consumption Per Weekly Capita of Several Types of Essential Food Materials, 2018-2022. According to the table, one of the best sources of protein, yet affordable to achieve, is egg. Egg has a higher weekly consumption rate than other food materials, which means the need for eggs in Indonesia is relatively high. As shown in the graphic, egg is counted as the most favorite for Indonesian.

Table 1.1 Average Consumption per Weekly Capita of Several Types of Essential Food Materials in 2018-2022.

Types of Foodstuffs	Unit	2018	2019	2020	2021	2022
Local/glutinous rice	kg	1,551	1,504	1,505	1,569	1,560
Wet corn with skin	kg	0,029	0,039	0,050	0,034	0,032
Pocelan/peeled corn	kg	0,019	0,017	0,015	0,016	0,014
Cassava	kg	0,091	0,084	0,093	0,119	0,106
Sweet potatoes	kg	0,060	0,061	0,059	0,071	0,065
<i>Gaplek</i>	kg	0,002	0,002	0,002	0,003	0,002
Fresh fish and prawns ¹	kg	0,324	0,336	0,333	0,353	0,367
Preserved fish and prawns	ounce	0,429	0,425	0,414	0,418	0,420

Table 1.1 (Continued)

Beef/buffalo	kg	0,009	0,009	0,009	0,009	0,010
Race/village chicken meat	kg	0,121	0,124	0,130	0,142	0,153
Race/village chicken eggs ²	kg	2,152	2,137	2,187	2,280	2,336
Duck/manila/salted eggs	grain	0,039	0,035	0,032	0,032	0,142
Sweetened condensed milk	(397 gr)	0,088	0,072	0,070	0,072	0,071
Baby powder milk	kg	0,013	0,013	0,014	0,013	0,013
Red onion	ounce	0,529	0,537	0,518	0,561	0,580
Garlic	ounce	0,330	0,346	0,320	0,359	0,387
Red chili	ounce	0,034	0,038	0,032	0,035	0,037
Cayenne pepper	ounce	0,035	0,038	0,034	0,037	0,040
Soybeans	kg	0,001	0,001	0,001	0,001	0,001
Know	kg	0,158	0,152	0,153	0,158	0,148
Tempeh	kg	0,146	0,139	0,140	0,146	0,140
Coconut/corn/other cooking oil	litre	0,227	0,228	0,233	0,253	0,244
Coconut	grain	0,092	0,090	0,087	0,088	0,078
Sugar	ounce	1,309	1,272	1,254	1,281	1,212
Brown sugar	ounce	0,124	0,119	0,122	0,134	0,125

Source: BPS, 2022

This data shows that eggs are needed every day and are almost the first choice. Furthermore, Utama et al. (2021), stated that eggs have the most significant growth rate. In Table 1.2, it is indicated that 13,5% of people are willing to pay more than 10% of the regular egg price in the market. The data supported omega-3-enriched egg that would segment as a premium product and certainly has a higher price than a regular egg. As people are willing to pay more, the business would target the population of Yogyakarta in 2022 (age 0-69, for instance), which is more than 1.800.000 people. This business targets 1% of the total population in 5 regencies.

Table 1.2 Respondents' Readiness to Pay Product Prices

Price Ready to Pay	f	%
Up to 10% more expensive than the price of eggs on the market	13	13.05
Cheaper than the price of fresh eggs	37	38.05.00
The same as the price of fresh eggs (branded)	19	19.08
The same as the price of fresh eggs (bulk)	27	28.01.00

Source: *Jurnal Ahli Muda Indonesia*, 2021

Also, the consumption of eggs in Indonesia during the pandemic was increasing. Below is Indonesia's Average Consumption of Purebred Chicken Eggs (2018-2021). According to Table 1.3, in 2020, there was an increase of 24 kg compared to 2019. This means people's interest in eggs always exists.

Table 1.3 Egg Consumption After Pandemic

Year	Kg/Capita/Week
2018	2,365
2019	2,314
2020	2,338
2021	2,448

Source: Central Bureau of Statistics (BPS, 2022)

The data created an assumption that the health awareness of Indonesian is getting increased. The writer then saw this as an opportunity to run a business in eggs but placed it in as a premium product, omega-3-enriched eggs. Health awareness would make it more accessible to understand the benefit of omega-3-enriched eggs compared to "conventional" eggs, that omega-3 has a lower saturated fat content.

Moreover, Star-Egg intended to enter a B2B and B2C market to achieve a significant market. Both markets create an advantage in the development of the business. However, the B2B market requires a depth approach, especially for a new business entrance. As directly faced by the writer, there still needed to be a solution regarding marketing when offering to the potential distributors. When entered to some retail shops to distribute the product, it required a different pricing with the direct customer. The dumping and competitive price become one of the main things that matter the most. Strategies need to be adapted, whether it is through direct selling or social media.

Pricing plays an important role in a B2B product (Fill and Fill, 2005). A similar idea was also stated by Shipley and Jobber (2001) that price management holds significant importance in marketing and competitive strategy, where it influences customer choice among competitors. Therefore, a price strategy regarding the above problem would explain deeper later.

In addition, entering a B2B market is about more than just emphasizing maximum profit. Wanamaker in Hadjikhani and LaPlaca (2013) elaborated that there must be close contact among customers, retailers, and producers for the benefit of all. Social media through digital content marketing could be one of the bridges. As elaborated by Pulizzi & Barret (2010), digital content marketing utilized by a firm aims to attract B2B customers and encourage ongoing interaction with the entity.

Furthermore, regardless of the "Star-Egg: omega-3 enriched egg" business potential, the egg naturally has a shell (Seidler, 2003). In other words, eggs are considered fragile products. Supporting the idea, Ackerley et al. (2010) stated that eggs and egg products (pasteurized and unpasteurized) are considered among one of the high-risk foods across all model transportations. Hence, there should be extra safety and protection regarding the product, especially in shipping matters.

According to the United States Food and Drug Administration in Ackerley et al. (2010), food products should be safeguarded from physical, chemical, and microbial contamination throughout transportation and storage. The protection aimed to secure products from hazards refers to any elements that can potentially inflict harm to the customers. In the context of eggs, hazards including biological

such as salmonella, physical such as glass particles, and chemical such as cleaning chemicals (The Australian Egg Corporation, 2010).

Based on what is already explained, the paper will primarily focus on the business potential of Star-Egg: Omega-3-Enriched Eggs and the obstacles faced in the implementation. The problems mainly refer to the distribution matter, pricing strategy, and the utilization of social media marketing regarding entering the B2B market.

1.2. Problem

According to the background above, the problem that will be answered in Final Report of Business Designed is as seen below:

- 1) What were the obstacles regarding Star-Egg distribution to B2B market?
- 2) How did Star-Egg implement the pricing strategy to compete in B2B market?
- 3) How was the implementation and planned strategy of social media marketing in Star-Egg?

1.3. Objectives

The objectives of this report are as seen as below:

- 1) Elaborating the obstacles when distributing Star-Egg to B2B market.
- 2) Elaborating the pricing strategy or planning implemented by Star-Egg to compete in B2B market.
- 3) Elaborating the implementation of social media by Star-Egg and analysis the planned of social media marketing.

1.4. Advantages

The enterprise gives benefits to every party that is involved. The mentioned parties included people within the organization, the

distributor/wholesaler, the consumer, and people that will run in a similar field of business.

1) People within the organization

Aligned with the generated income flows in the business, people within the organization will perceive it as their source of funds, whether for the owner or the whole team. For the owner, a business role is profit-generating to ensure the invested capital makes money. On the other hand, enterprises become the income for the employees. Therefore, a prospected business means a potential source of income that will likely make people inside prosperous.

2) The partnered wholesalers and distributors

As Star-Egg plans to enter the B2B market, it will undoubtedly target wholesalers and distributors, especially in Yogyakarta and its surroundings. A partnership system will bound the partners. By way of explanation, it will contribute to provide new job fields and assist people in living.

3) The consumer

The enterprise operates in the agriculture sector. The business aims to provide a source of omega-3 as one of the most preferred food materials for Indonesians. As described above, omega-3 has many benefits for the customer's health, such as cardio and brain. The advantages cover the broad categories of people: children, pregnant women, people concerned with health, etc.

- 4) People that will run in a similar field of business

The paper portrayed the business implementation, from planning to the final report. The information elaborated could benefit people who will run businesses in a similar field. The enterprise condition and business potential could be used as a reference, lesson, or benchmark.

1.5. Scope

The report elaborated on the business of omega-3-enriched eggs from the beginning (concept, business design, budgeting planning, human resources factor, marketing, and operational/technical aspects) until the end process.

1.6. Report Systematics

The systematics of the business implementation final report contains 3 (three) general parts: the beginning, the main, and the ending.

In the beginning section, the report shows the cover page, title page, plagiarism-free statement, approval page, acknowledgments, table of contents, lists of figures, list of tables, and list of appendixes.

The second part, which is the main section of the report, contains five chapters, each detailed with the subchapters. Firstly, Chapter 1 of the report elaborates on the background. It is the reason and base behind deciding to build the business. In this chapter, the writer elaborates on the strategy used according to theories from experts, the problem, objectives of the report, advantage, scope of business, and the report systematics.

Chapter 2 reports the business plan already made before implementing the business itself. In this chapter, the writer will provide information about the business profile, business model, SWOT analysis, business aspects regarding the

operation, marketing, human resources, finances, risk analysis, and exit strategy. The chapter will require information from the Business Plan report.

Furthermore, the next chapter is the activity implementation report. In this chapter, the data from Business Implementation Report is required. The point elaborated on in this chapter is identical to the previous chapter. The information provided will be used as the base for analysis in the next chapter.

The information and data collected in the two previous chapters will be used in Chapter 4. Chapter 4 uses the Gap Analysis, where the writer compares the planning and the realization/implementation. In general, the systematic of Chapter 4 involves problem identification, theoretical review, and problem-solving.

Next, chapter 5 is the conclusion and recommendation. After all, the writer will conclude and give recommendations, according to the evaluation of the business, to the targeted people that will likely use the report as a lesson or benchmark.

Lastly, the third element, or the end section, provide two parts: the information of references books, journals, articles, etc., and attachments that support the business data.

CHAPTER II

BUSINESS PLAN

2.1 Business Profile

The COVID-19 pandemic had a massive impact on economic sectors. Many businesses collapsed, and the generating income "paused" for a while. The writer made many attempts to gain back the cash flows. However, it turned out did not well, and the finances remain stuck.

Eventually, in early 2021, the writer's perspective toward the pandemic altered. The outlook shifted from a condition where the financial aspect was highly restricted to the potential gap in the difficult time. Observing based on the direct situation faced by the writer, as everyone did, people's hygiene and health issues become more matter than before. People took essential nutrition, healthy lifestyle, and any other things they did to avoid Covid-19.

Moreover, supporting the data shown in the previous chapter, one of the source materials that is beneficial is omega-3. It could reduce the risk of SARS-CoV-2 by its fatty acid. Therefore, a business considered conducting this analysis.

As people's awareness of health kept growing, nutrition became a concern to many people. The writer emphasizes the benefits of taking omega-3 daily as one of the most preferred and affordable food products for Indonesian is egg. Star-Egg has risen as the answer to people's needs and provides a healthy, nutritious food source.

Ultimately, in the mid of April 2021, the team started doing trial and error, creating Star-Egg: Omega-3 enriched eggs. Market research was also conducted during this period, looking up the other competitors' prices. However, the phases did not run entirely smoothly. Obstacles happened in production that did not match the standard in the beginning, that the yolk needed to be orange and contain omega-3.

Star-Egg: Omega-3-Enriched Egg was a regular egg with more orangish yolk, indicating omega-3-enriched. Producers must add salmon extract to the chicken feed to produce this egg. The material becomes one of the essential parts for reddening the yolk.

Despite the barriers faced in running the business, Star-Egg finally started operating in August 2021. At first, it began in a home-scale industry. Star-Egg runs after having the feasible calculation in the first place. Its prospect is seen from the profit of approximately IDR18.000.000 – IDR47.000.000 for producing 3.000 chicken peeps per month. However, the writer started with 100 eggs first due to the need for more capital owned at that time. The mentioned number will be elaborated on later in the upcoming financial point.

The business's main production house is in Jalan Mirota No. 5, Bokoharjo, RT 05/RW 36, Maguwoharjo, Depok, Sleman, Yogyakarta. It is cited in the same building of Java Farm Indoasia, the writer's family's previous business. The detailed location could be seen in Figure 2.1.

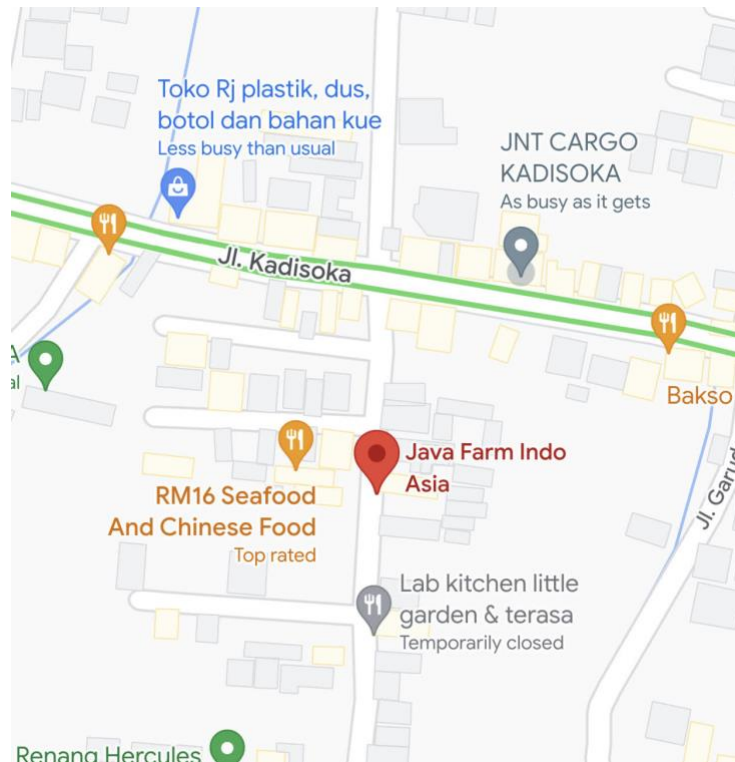


Figure 2.1 The location of Star-Egg production house

Source: Google Maps

The business will enter the B2B and B2C markets, although it will be focused deeper into the B2B market. Therefore, the target market is direct consumers, wholesalers, and distributors. The mentioned consumer includes people of all ages, children, pregnant women, people concerned with health, medium-to-high-income people, and so on. However, omega-3-enriched eggs work excellently to be consumed by everyone.

The reason behind targeting those markets is due to the beneficial aspect of omega-3. As described in the previous chapter, omega-3 is helpful for the brain and cardiovascular. As a result, it will help children by improving brain growth, giving pregnant woman nutrition for their infant, and promoting a healthy lifestyle to people. Moreover, the targeted medium-to-high-income people are created

because the product is priced higher than regular eggs and enters a premium market.

Furthermore, this business is a B2B. The main targets are wholesalers and distributors around Yogyakarta. It is by the matter of distribution cost and secure shipment. In the implementation, **Star-Egg** created such an integrated line. The business runs from the early production line to the selling line. The process from breeding to the end step was conducted to reduce the cost and form a lower price compared to the other similar business.

2.1.1 Business Model Canva

Before operating the business, a business model canvas becomes one of the essential components. A business model represents a value a business owns to generate income (Massa & Tucci, 2014). According to Osterwalder and Pigneur (2010), a Business Model Canvas (BMC) is used as a tool to assist an organization in comprehending its business model.

There are several components outlined in BMC. As stated by Osterwalder and Yves (2009), there are nine components in BMC: customer segments, customer relationships, distribution channels, value proposition, essential resources, key activities, partners, cost structure, and revenue streams. Figure 2.2 shows the map of BMC conducted for Star-Egg before entering the market.

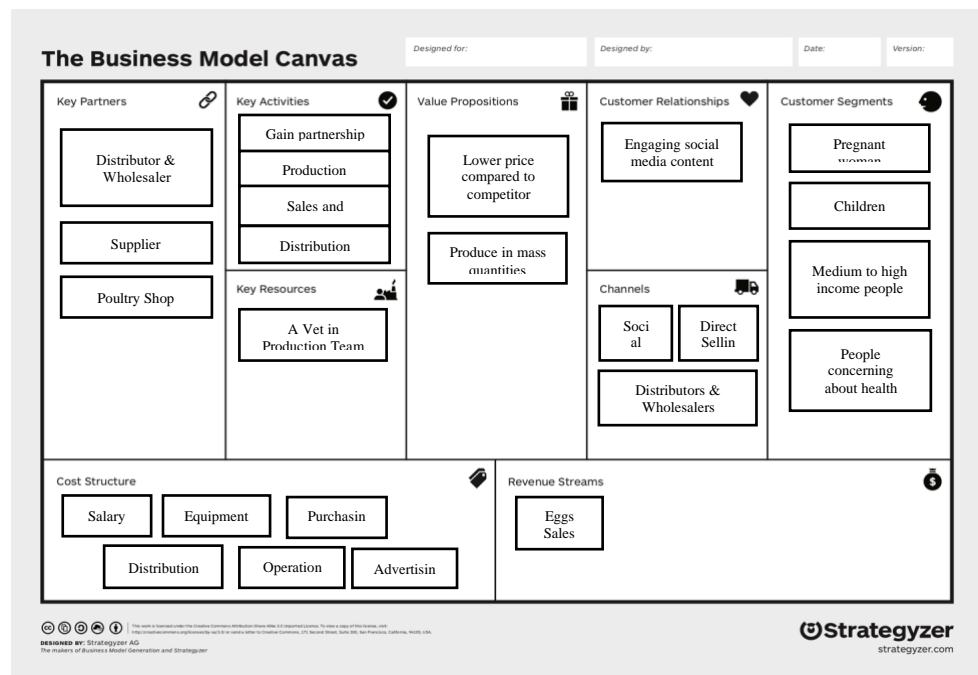


Figure 2.2 The Business Model Canva of Star-Egg

Source: *strategyzer.com*

A. Value Proposition

Value Proposition refers to the value that a business offers (Gordijn and Akkermans, 2001). According to Osterwalder and Pigneur (2010), the value proposition creates value to fulfil specific Customer Segments. This component is placed in the center of the canvas, which means the firm's heart. Through analyzing the business in the market, Star-Egg determined two value propositions: the lower product price compared to competitors and the ability to produce in mass quantity.

1. Lower price compared to competitors

Before entering the market, the writer researched the omega-3-enriched egg business in offline or online stores. As a

result, most competitors offer at minimum IDR 27,000, IDR 30,000, and even more.

Looking up the situation, Star-Egg priced the product at IDR26.000 for regular customers and IDR22.000 – IDR22.500 for wholesalers and distributors. The price could be set as Star-Egg did the production line by itself to reduce and even eliminate the unneeded cost of production, such as shipping fees.

2. The ability to produce in mass quantity

Supporting the previous point, which stated that Star-Egg did the production line from the early stage, it could control the production quantities in mass production.

B. Customer Segments

Regarding the previous statement that the value proposition becomes the firm's heart, it could not stand independently without the customer (Peters et al., 2013). The customer segments need to determine to create a strong understanding of the needs of customers (Osterwalder & Pigneur, 2010). The customer segment targeted by Star-Egg is shown below.

1. Pregnant women

Based on the background of forming the business, omega-3 is good for brain growth. Consuming omega-3 could benefit pregnant women and give them good nutrition for their fetuses.

2. Parents that have children

Connecting the previous point, a parent will likely give the best for their children, including nutrition. The excellent source of omega-3 gives Star-Egg the advantage of gaining customers from people with children.

3. Medium to up-income people

Although Star-Egg positioned the price below the competitor, it still cost higher than the regular egg. This indeed happens due to the different costs of production. Therefore, the writer targeted a premium market to reach medium to up-income people.

4. People concerned with health

As stated in the previous chapter, Cardiovascular Disease (CVD) become one of the major issues lead to death. According to study, professional suggest people with CVD to consume more omega-3. Therefore, the targeted customer segment is people that aware about health.

C. Customer Relationships

Customer relationship refers to how the firm chooses to connect with the customer. Determining customer relationships creates the chance to attach with customers, understand their needs, serve their wants, and develop a sustainable relationship (Dubosson-Torbay et al., 2002). In order to keep the customer relationship, the team of Star-Egg chooses social media by activating the content. The content includes entertainment, soft selling, direct selling, education, etc. The intent is

to create engagement and communication with the customers, who will likely receive criticism and advice to improve the product.

D. Channels

Channels in a business are used to deliver value to customers and make them pay for it (Teece, 2010). According to Osterwalder and Pigneur (2010), a channel is a tool to deliver the Value Proposition to Customer Segments. The writer utilized social media, direct selling, and gaining partnerships with wholesalers and distributors to reach the targeted segment.

1. Social media

As mentioned, the advantage of social media in maintaining Customer Relationships is also for building people's awareness about the new brand entering the market. Social media delivers a product's value and is even likely to attract people to purchase it.

2. Direct selling

For a new product, people require more time to acknowledge it. To introduce the product, the team did direct selling. As the production house is located in a residential area, the direct selling firstly did towards neighbors around.

3. Wholesalers and Distributors

Thirdly, the other option for distribution channels is towards wholesalers and distributors. Wholesalers and distributors create a focus on producing in large quantities. Both channels become

the bridge for Star-Egg to the end user so that the market can be expanded.

E. Key Resources

According to Johnson et al (2008), key resources refer to assets owned by a firm. As Osterwalder and Pigneur (2010) claimed, physical, financial, intellectual, and human resources could drive a firm to offer its Value Proposition.

The key resources owned by Star-Egg are the human resources of the production team. The person behind the process is a vet with over four years of experience in the poultry industry. Therefore, the person understands well about the industry and how to produce omega-3-enriched eggs more effectively.

F. Key Activities

As elaborated by Osterwalder and Pigneur (2010), key activities need to be done to run a business successfully and deliver the Value Proposition, reach the market, sustain the Customer Relationship, and gain income. By analyzing the other components, Star-Egg has four main activities: gaining partnership, production step, sales, and marketing until distribution.

1. Gain partnership

The first activity that is going to do is gain a partnership with the chosen partner. The activities include looking for wholesalers, distributors, poultry shops, and suppliers. As it is named a partnership, then a contract system will be conducted.

2. Production

Secondly, the team did the production process. The production, from the early stage until the end, included purchasing raw materials, farming the chicken, harvesting the eggs, sorting, and packaging.

3. Sales and Marketing

The product is advertised through the chosen channel in the sales and marketing activity, including maintaining communication and relation with partners and consumers.

4. Distribution

Lastly, the product will be distributed to the end users, whether directly to the customers or through distributors and wholesalers.

G. Key Partners

Osterwalder & Pigneur (2010) stated that key partners refer to suppliers and partners for a business. It becomes one of the ways to maximize the business model, creating low risk, and providing sources. Supporting to that idea, the key partners for running Star-Egg are distributors and wholesalers, poultry shop, and supplier of packaging.

1. Wholesalers and Distributors

In implementing the business, Star-Egg runs in a B2B and B2C market. The B2B market was chosen to expand the product by partnering with wholesalers and distributors. Both partners function as a bridge from Star-Egg manufacturers to the end-user-

consumers and retailers. Therefore, Star-Egg focused more on mass production.

2. Poultry Shops in Special Region of Yogyakarta and its Surroundings

The early stage of Star-Egg production was breeding the chickens to produce omega-3-enriched eggs. Daily, a peer of chicken needed to consume 120 grams of feed. As there was 100 peer of chickens that were being farmed, a daily need of meal was approximately 12 kgs. The vast amount of feed demand requires a Poultry Shop as one of the key partners.

3. Supplier of Packaging

The mentioned packaging supplier refers to the seller from Shopee, where the owner purchased plastic packaging.

H. Cost Structure

Cost structure portrays the required cost needed to be spent by the firm in order to do all of the business activities and deliver the Value Proposition (Muhtaroglu et al., 2013). Breaking down from each part of the business, Star-Egg allocated the cost for staff salaries, equipment (and other fixed cost such as electricity), purchasing, distribution, operational, and advertising.

I. Revenue Stream

According to Osterwalder and Pigneur (2010), the revenue stream represents the cash generated by the customer. Star-Egg's revenue

stream comes from the sales of packaged omega-3-enriched eggs containing ten eggs.

2.1.2 **Strengths, Weaknesses, Opportunities, and Threats (SWOT)**

In a business implementation, people must understand the environment a specific business entered. Business analysis of the environment, both internal and external, is considered a fundamental part of strategic business planning (Pickton et al., 1998). Supporting the idea, a framework called SWOT Analysis assists in understanding the Strengths, Weaknesses, Opportunities, and Threats of a particular firm that will see the effectiveness of planning conducted (Sabbaghi & Vaidyanathan, 2004).

Leigh (2010) described each component of SWOT analysis as shown below.

- a. **Strengths** are internal factors that add competence, valuable resources, or positive attributes.
- b. **Weakness** is described as also an internal factor. Contradictory from Strengths, weaknesses show the obstacles from within the firm that influence the development of competence, necessary resources, or desired attributes for achieving success.
- c. **Opportunities** are considered an external factor portrayed as a potential element that can be utilized to gain advantages.
- d. **Threats** also count as external factors. It represents the external factors that create risks to the business performance.

Breaking down from the literature above, Star-Egg analyzes each element and divides it into a SWOT analysis. Table 2.1 below shows the external and internal factors of Star-Egg and categorizes them in the columns Strengths, Weaknesses, Opportunities, and Threats.

Table 2.1 SWOT Analysis of Star-Egg

<p style="text-align: center;">Strengths</p> <ol style="list-style-type: none"> 1. Able to offer at a lower price than the competitor. 2. Possessing a key resource, a vet in the production team, that could understand very well in terms of quality and production problems. 3. Having channels to layers chicken farmers in Yogyakarta and Central Java that would likely become the partner in the long-term planning. 	<p style="text-align: center;">Weaknesses</p> <ol style="list-style-type: none"> 1. Starting the business with the lack of capital funding so that the production capacity needs to reduce in the home-scale industry.
<p style="text-align: center;">Opportunities</p> <ol style="list-style-type: none"> 1. The seller of omega-3-enriched eggs not is fewer than conventional eggs. 	<p style="text-align: center;">Threats</p> <ol style="list-style-type: none"> 1. The possibility of other people entering the business field due to its prospect.

Table 2.1 (Continued)

<p>2. The demand for egg in Indonesia is high, as it has become the most consumed food of Indonesian</p> <p>3. The calculation of profit is feasible</p>	
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2.2 Business Implementation

2.2.1 Overview of Human Resources/Organizational Aspects

In order to run every aspect of the business, the writer conducted a structural job division. Each division is elaborated in a clear job description. Furthermore, as Star-Egg enters a new market, it runs with a simple yet organized structure. Figure 2.3 below shows the organizational structure of Star-Egg that consists of a CEO with three managers of financial, operational, and marketing.

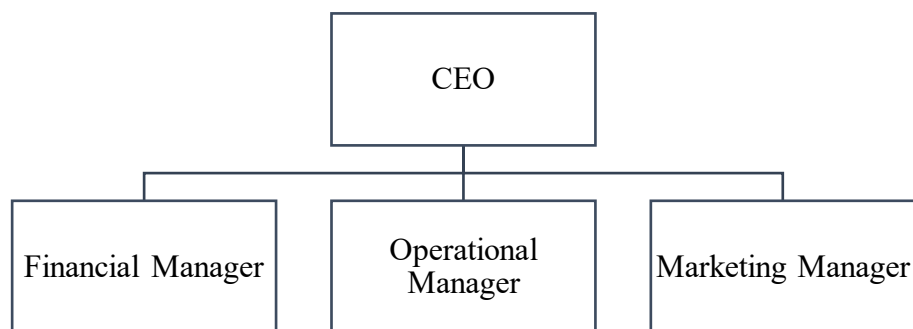


Figure 2.3 Star-Egg organizational structure

The elaboration of each department is described in the Table 2.2 below.

Table 2.2 Job Description of Star-Egg Department

No	Position	Job Description
1	Chief Executive Officer	Coordinating all of the departments to achieve the target.
		Monitor the business situation
		Ensure each division runs well
		Negotiate with vendors
		Develop the organization
2	Financial Manager	Making financial reporting
		Responsible for financial planning
		Recording (daily, monthly, and annually)
3	Operational Manager	Responsible for purchasing raw materials
		Responsible the production line
		Handling the orders
4	Marketing Manager	Direct selling to the potential customers
		Gain partnership
		Advertise product in social media
		Expand the market
		Coordinate with the Operational Department about the orders
		Responsible for providing the best service to the customer

Table 2.2 (Continued)

		Responsible for building and maintaining relation
		Responsible in branding

2.2.2 Overview of Production/Operational Aspects

1) Production Process

omega-3-enriched eggs are different from regular eggs. Producing omega-3-enriched eggs requires adding contain omega-3 source of feeds, increasing the production cost. Therefore, omega-3 has a higher cost compared to the usual egg, made this egg placed in the premium market.

As price competitiveness often happens, sellers bid a competitive price among each other. Strategies are applied in order to give the most effective price to win the market. Aimed to offer a lower price than the other competitors, the Author farmed the chicken by themselves.

Figure 2.4 displays the process of making omega-3-enriched eggs in Star-Egg. The production process did feed and farming, until the packaging process, a final step before sales and distribution. The advantages of producing by self, the team could determine which factor could be eliminated that reduces production cost.

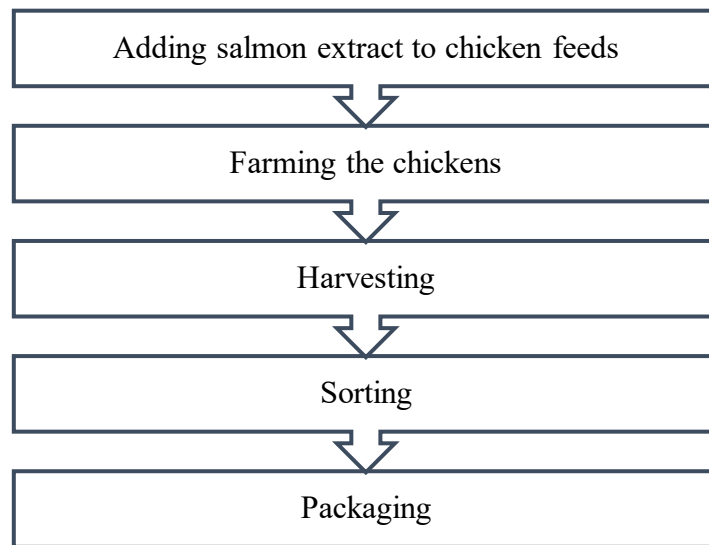


Figure 2.4 Production process of Star-Egg

Furthermore, the process of production is as described below.

1. Adding Salmon Extract to Chicken Feeds and Chicken Feeding

omega-3-enriched eggs are different from regular eggs. Regardless of the content, one characteristic that differs between those two commodities is the color of the yolk. omega-3-enriched eggs have more orange yolk than the usual egg. It indicated the rich of omega-3. According to Jacob et al. (2018), various factors influence egg production, namely feed consumption (quality and quantity), water intake, intensity and duration of light received, parasite infestation, disease, and the factors from management and environment.

The numerous factors regarding egg production indicate that the different treatments of chicken will produce different production results. Looking up the thing, the writer added the salmon extract to the chicken farmed feed to contain omega-3. The

salmon extract is Carophyll Red / Canthaxanthin 10% to redden the yolk (see Figure 2.5).

The salmon extract is mixed in the feed. The consistency of the mixture is 100 grams of salmon extract for 1 ton of feed or 5 grams for each sack (50 kg). To even the mixture, the salmon extract was added gradually. Firstly, 5 grams of salmon extract was mixed with 1 kg of feed until spread evenly. After that, the rest 49 kgs were also mixed in the mixture. In other words, 1 kg of salmon extract could be used for 200 feed sacks.



Figure 2.5 Carophyll Red / Canthaxanthin 10%

Chicken feeding is done every once a day. The production team regularly feeds the chicken in the morning and harvests the eggs produced from the previous day. In order to keep the production rate, the stock for chicken feed needs to be kept an eye on continually.

Per day, a chicken requires 120 grams consumption of feeds. As there are 100 peeps of chicken farmed in the early of the business, the need for feeds is 12 kg per day. Figure 2.6 portrays a sack of chicken feeds (50 kg) used by Star-Egg.



Figure 2.6 Chicken feeds used by Star-Egg

2. Harvesting

As mentioned previously, eggs are being harvested every day, along with feeding the chicken in the morning. Regular harvesting was conducted to monitor the production rate because the rate was still low in the beginning stage of production. The average production rate (also considered good) was 85% stable, although it ever reached its peak of 95% formerly. Figure 2.7 below shows the example of eggs that were harvested within one day.



Figure 2.7 Eggs harvest

3. Sorting

Some eggs harvested did not pass the production quality. A few of them were in a condition that could not be put up for sale. There should conduct a phase to ensure which products are excellent and worth selling to maintain the quality. Therefore, a sorting phase is required.

There are several indicators of the products that are decent to be marketed. Firstly, the eggs had hygienic shells from chicken manure. Before packaging, the chicken manure should be cleaned up. Secondly, the shell is not cracked. Several shells were cracked and did not pull ahead of the quality control. A cautious way when harvesting eggs is required to reduce the risk of cracking shells.

4. Packaging

The final step after making sure that the product is feasible to receive by the customers, the eggs are packaged. The packaging is an egg plastic packaging containing ten clutches of eggs (see Figure 2.8). On the top of the packaging, the writer attached a label sticker of "Star-Egg." Moreover, the eggs could be packaged in kg for particular orders from several distributors or customers. Therefore, the distributor could be re-packaged and reduce cost.



Figure 2.8 The packaging of Star-Egg

2) Product Design Planning

The final product of Star-Egg: Omega-3-Enriched Egg was packaged in a 10-clutch of eggs-containing packaging. Figure 2.9 reveals the mentioned packaging that uses plastic packaging with a label sticker on the top of it. The consideration of taking this kind of packaging is because of a sales and distribution concern. Regardless of the affordable cost, it could also be safe for shipping.



Figure 2. 9 Star-Egg in Packaged

3) Production Tools

1. Layered Chicken

The main component to produce omega-3-enriched eggs is the layer chicken. At the beginning of the business, there were 100 peeps of chickens farmed. Figure 2.10 below portrays some chickens owned by Star-Egg to produce the eggs.



Figure 2.10 Layer Chicken

2. Chicken Feeder

To produce eggs with 100 chicken populations, it requires ten pcs of chicken feeders to place the feed. The feeder uses a 5-kg size, as shown in Figure 2.11. The detailed calculation will be explained in the financial aspect.



Figure 2.11 Chicken feeder

3. Waterer Kit

As previously referred to the chicken feeder, the waterer kit is also provided in the same quantity of 100 pcs. Figure 2.12 exposes the waterer kit used by Star-Egg.



Figure 2.12 Waterer kit

4) Location Accuracy

The production house of Star-Egg is located in Jalan Mirota No. 5, Bokoharjo, Banjeng, Maguwoharjo, Depok, Sleman, Yogyakarta

5) Production Capacity

The production capacity is 100 peeps of chickens, with approximate production rate is 85% (approximately 8 packs of eggs per day).

6) Quality Design

To ensure the excellent quality of the product before received by the end customer, numerous aspects are formed by the Production Team. The aspects are shown below.

1. The eggs are in good condition.
2. The shells are not cracked.
3. The shells are clean from chicken manure.
4. The production rate is stable at 85% or even above.

2.2.3 Overview of Marketing Aspects

1) Promotional Strategies

Promotional and marketing are things that are crucial in a business. An excellent product could not succeed with a lack of marketing. To determine the promotional strategies, the writer did the STP (Segmentation, Targeting, and Positioning) analysis. The elaboration is shown below.

1. Segmentation

a. Demographic Segmentation

The business target people of all ages, female and male, and medium-to-high income people, and job seekers (distributor and wholesalers).

b. Geographic Segmentation

The customer is from Special Region of Yogyakarta and its surroundings.

c. Psychographic Segmentation

People that concern more about health.

2. Targeting

In the targeting analysis, the writer divides every segmentation with each advantage and disadvantages. Table 2.3 shows the targeting of Star-Egg.

Table 2.3 Targeting Analysis of Star-Egg

Segmentation	Advantages	Disadvantages
All ages	Having a budget for people over 25 or with a stable income.	Limited budget for people under 25 or who have not had stable income yet.
Medium-high income people	Tend to have the willingness to pay more	Some people might not have enough awareness regarding health

Table 2.3 (Continued)

Potential distributors and wholesalers	Take in large quantity	Required capital in the beginning
People that concern more about health	Be willing to buy regularly and understand the benefit of omega-3 for health.	Some people might have a limited budget.

3. Positioning

In the positioning analysis, the segmentation clarified into its needs and how Star-Egg positioned the product to fulfill their desires. Table 2.4 describes the positioning analysis of Star-Egg.

Table 2.4 Positioning Analysis of Star-Egg

Segmentation	Needs	The Product Positioning
All ages	Health matters and require protein needs.	The product of omega-3-enriched eggs provides a new egg solution with more nutrition and positioning as a premium product, but still has lower price compared to the other protein sources.
Medium-high income people	Health matters and require protein needs.	
Potential distributors	Stable and promising job.	

and wholesalers		Furthermore, this product could open a job field because people require eggs daily.
People concern about health	Health matters and require protein needs.	

According to the STP analysis, the writer concluded that Star-Egg was placed as a premium product since it has a higher price compared to a regular egg. Therefore, the target was people with medium to high income, mainly people above 25 or parents.

Social media that plays an important role and is most used by people at that age are Instagram and Facebook. The writer also promotes by way of personal selling to the people around him, such as neighbors and relatives. The writer also made a special price in the early opening stage.

1) Distribution Channel

As stated above in the previous overview, the writer did the production from the first line, farming by themselves. In order to that fact, the writer could produce in a large and mass quantity. Therefore, the leading distribution channel was gaining distributors.

The writer delivered the information on the job field of distributor in Facebook Job Seeker, Marketplace, and personal information.

Star-Egg is also distributed in a large store as a retailed partner. In order to get in, the Team delivered 50 packs of samples and offered a partnership.

Furthermore, the distribution also be extended to online shops. The writer advertised the product in Facebook Marketplace and Shopee. Social media that be concerned is Facebook, Instagram, and WhatsApp.

2) Pricing Policies

Determining the price for a product that could compete in the market took much work. Price competition, dumping, and other practices were commonly found.

Firstly, the writer did research in the offline store, Indomaret. The range price was IDR 27.000 – IDR 28.000 per pack contain of 10. Meanwhile, if compared to online shop, here the writer used Shopee and Tokopedia as a sample, the price was more varied. The range started from IDR 28.000, even up to IDR 30.000 for a pack of ten. The data was evenly taking according the first that popped up. Table 2.5 summarized the omega-3-enriched eggs price in the market.

Table 2.5 Omega-3-enriched eggs price in the market

No	Desctiption	Amount
1	Price at Indomaret	IDR28.000
2	Price at Shopee	Start from IDR28.500
3	Price at Tokopedia	Start from IDR 29.000

Source: Klik Indomaret, Shopee, and Tokopedia

According to the research, the writer decided to take a slight profit but targeted to market in a large amount. The price fixing that the writer took was IDR 26.000, which is possible since the production flow was done from the first step.

2.2.4 Overview of Financial Aspects

Operating a business could not be separated from the financial consideration. The calculation of a business feasibility study would determine whether a business is reasonable or not. Therefore, to decide the prospect of Star-Egg, the writer conducted business planning.

The planning of Star-Egg is divided into two schemes: Long-term planning and Short-Term planning. The long-term planning projected the business feasibility using 3.000 populations of chickens. Meanwhile, the short-term planning portrayed the generated profit with fewer quantities, 100 chicken populations.

1) Long-term planning

Star-Egg will apply long-term planning, considered as the primary planning. Farming with large quantities of chickens aimed to generate a vast profit also. Below is the calculation of producing omega-3-enriched eggs by using 3.000 flocks of chicken.

a. Initial Capital

In order to run the business with 3.000 populations of chicken, the business requires approximately IDR 480.000.000 in the early stage. The option is lending from the bank with the interest rate of

1,2% each month. The loan period is three years or 36 months.

Table 2.6 demonstrates the detail calculation of the initial capital.

Table 2.6 The Initial Capital with 3.000 Populations of
Chicken

No	Detail	Qty	Unit	Price	Total
1	Chicken coop	1	Building	IDR150.000.000	IDR150.000.000
2	Pullets aged 18 weeks	3.000	Flocks	IDR90.000	IDR270.000.000
3	Chicken feeder	300	Pcs	IDR34.000	IDR10.200.000
4	Waterer kit	300	Pcs	IDR30.000	IDR9.000.000
5	Lamp	30	Pcs	IDR15.000	IDR450.000
6	Feeds for 2 weeks	5.040	Kg	IDR8.000	IDR40.320.000
Total					IDR479.970.000

b. Fixed Cost

Table 2.7 below shows the fixed cost of Star-Egg. The number was adjusted into 4-month calculation, divided by each product

estimation usage life. Below is described each elements estimation usage life that is adjusted in the Fixed Cost table:

- The chicken coop : 5 years
- Pullets aged 18 weeks : 20 months
- Chicken feeder : 5 years
- Waterer kit : 5 years

Table 2.7 The fixed cost with 3.000 populations of chicken

No	Detail	Qty	Unit	Price	Total
1	Chicken coop	4	Month	IDR2.500.000	IDR10.000.000
2	Pullets aged 18 weeks	3.000	Peep	IDR18.000	IDR54.000.000
3	Chicken feeder for 4 months	300	Pcs	IDR566	IDR169.800
4	Waterer kit for 4 months	300	Pcs	IDR500	IDR150.000
5	Lamp	30	Pcs	IDR15.000	IDR450.000
6	Electricity	4	Month	IDR600.000	IDR2.400.000

Table 2.7 (Continued)

7	Bank Interest (1,2%)	4	Month	IDR5.760.000	IDR23.040.000
8	Bank Instalment	4	Month	IDR13.333.333	IDR53.333.332
Total					IDR143.543.132

c. Variable Cost

The variable components in producing Star-Egg were also adjusted into a 4-month calculation. Table 2.8 displays the variable cost with a production rate of 80% per day. That is to say, the approximate number of eggs produced within the day is 2.400 pcs. As the packaging contains ten pieces of eggs, the business generated approximately 240 packs per day. In other words, there are 28.800 packs produced in 4 months.

Furthermore, the wage calculation is IDR 2.000.000 for each person, handled by three people.

Table 2.8 The variable cost with 3.000 populations of chicken

No	Detail	Qty	Unit	Price	Total
1	Wages for 4 months	3	People	IDR8.000.000	IDR24.000.000

Table 2.8 (Continued)

2	Feed for 4 months	43.200	Kg	IDR8.000	IDR345.600.000
3	Vitamin, Vaccine, and Antibiotic	1	Time	IDR3.000.000	IDR3.000.000
4	Salmon Extract	4,4	Kg	IDR1.495.000	IDR6.578.000
5	Packaging	28.800	Pcs	IDR840	IDR24.192.000
6	Label	28.800	Pcs	IDR428	IDR12.326.400
Total of 4 Months					IDR415.696.400

d. Total Cost per Unit

The total cost of production each unit showed in the formula below.

$$\begin{aligned}
 TC &= (FC + VC) : unit \\
 &= (IDR143.543.132 + IDR415.696.400) : 28.800 \\
 &= IDR 19.418
 \end{aligned}$$

e. Income

Determining the price, the writer took from the total cost per unit and considered the price formed in the market. Based on the observation, on average, competitors set the price at IDR

27,000 or above. Therefore, the writer priced at IDR 26.000 per pack to the end-user customer, which is still above the total cost.

Furthermore, as Star-Egg runs in B2B and B2C markets, wholesalers and distributors offer different prices. The price is shown below.

- Retail to customer : IDR 26.000
- Bulk purchasing 50-100 packs : IDR 22.500
- Bulk purchasing above 100 packs : IDR 22.000

Tables 2.9 and 2.10 showed that the income calculation would receive in 4 months. Table 2.9 indicates the maximum revenue if all products are sold to the end-user customers. On the other hand, table 2.10 revealed the minimum income by assuming all purchasing comes from bulk quantities above 100 packs.

Table 2.9 Maximum income of Star-Egg (3000 populations)

No	Detail	Qty	Unit	Price	Total
1	Sales	28.800	Packs	IDR26.000	IDR748.800.000
Total of 4 Months					IDR748.800.000
Per month					IDR187.200.000

Table 2.10 Minimum income of Star-Egg (3000 populations)

No	Detail	Qty	Unit	Price	Total
1	Sales	28.800	Packs	IDR22.000	IDR633.600.000
Total Of 4 Months					IDR633.600.000
Per month					IDR158.400.000

f. Profit

Profit per month is shown in the table 2.9 and 2.10 below. Each table represented the maximum and minimum profit.

Table 2.11 The maximum profit of Star-Egg in 4 months

1	Income	IDR748.800.000
2	Fixed Cost	IDR143.543.132
3	Variable Cost	IDR415.696.400
Profit 4 months		IDR189.560.468
Per Month		IDR47.390.117

Table 2.12 The minimum profit of Star-Egg in 4 months

1	Income	IDR633.600.000
2	Fixed Cost	IDR143.543.132
3	Variable Cost	IDR415.696.400
Profit 4 months		IDR74.360.468
Per Month		IDR18.590.117

In conclusion, using 3000 flocks of chicken, Star-Egg will gain profit IDR18.590.117 up to IDR47.390.117 per month, depending on the quantities sold.

g. Payback Period

The Author used the Payback Period method to project the time required to recover the initial capital (Return on Investment/ROI). Below showed the formula.

$$PP = \text{Initial Investment} / \text{Annual Payback} \times 1 \text{ year}$$

The writer calculated by taking the maximum and minimum payback.

- The maximum payback

$$PP = \frac{IDR480.000.000}{IDR568.681.404} \times 1 \text{ year} = 0,65 \text{ year} \\ \approx 8 \text{ months}$$

- The minimum payback

$$PP = \frac{IDR480.000.000}{IDR223.081.404} \times 1 \text{ year} = 1,25 \text{ year} \\ \approx 15 \text{ months}$$

From the calculation above, the business will return the initial capital in 15 months up to 8 months, depending on the quantities of the products sold.

2) Short-term planning

At the beginning of the paper, the writer elaborated that the business began operating during the pandemic era. The economy was unstable and influenced the writer's capital, so the business could not

directly run in large quantities. Therefore, at the beginning of running the business, the quantities were dropped to 100 chicken flocks. Below is the business planning (all items are divided by 30).

a. Initial Capital

As the population farmed was lowered to 100 populations, the whole calculation was divided by 30. Table 2.13 displayed the early capital and requires approximately IDR 16.000.000. The fund come from the owner saving amount IDR 21.000.000.

Table 2.13 The initial capital with 100 populations of chicken

No	Detail	Qty	Unit	Price	Total
1	Chicken coop	1	Building	IDR5.000.000	IDR5.000.000
2	Pullets aged 18 weeks	100	Flocks	IDR90.000	IDR9.000.000
3	Chicken feeder	10	Pcs	IDR34.000	IDR340.000
4	Waterer kit	10	Pcs	IDR30.000	IDR300.000
5	Lamp	1	Pcs	IDR15.000	IDR15.000
6	Feeds for 2 weeks	168	Kg	IDR8.000	IDR1.344.000
Total					IDR15.999.000

b. Fixed Cost

Table 2.14 below shows the fixed cost of Star-Egg with 100 chicken populations. The number was adjusted into a 4-month calculation, divided by each product estimation usage life. The description of each element's estimation usage life is the same as elaborated in 3.000 populations. The difference is in the quantity needed.

Table 2.14 fixed cost with 100 populations of chicken

No	Detail	Qty	Unit	Price	Total
1	Chicken coop	4	Month	IDR83.300	IDR333.200
2	Pullets aged 18 weeks	100	Flocks	IDR18.000	IDR1.800.000
3	Chicken feeder for 4 months	10	Pcs	IDR2.300	IDR23.000
4	Waterer kit for 4 months	10	Pcs	IDR2.000	IDR20.000
5	Lamp	1	Pcs	IDR15.000	IDR15.000
6	Electricity	4	Month	IDR20.000	IDR80.000
Total					IDR2.271.200

c. Variable Cost

The variable components in producing Star-Egg were also adjusted into a 4-month calculation. Table 2.15 displays the variable cost with 100 populations of chicken. The production rate is calculated at 85% per day. That is to say, the approximate number of eggs produced within the day is 85 pcs. In other words, each day will generate around eight packs, assuming that not all products pass the quality control. Therefore, there are about 960 packs to be sold in 4 months.

Furthermore, the wages are IDR 2.000.000 for each person per month. However, that was the calculation for handling 3.000 flocks of chicken. As the number of wages is adjusted on the number of chickens, it would reduce to IDR 66.500 for each person.

Table 2.15 The fixed cost with 100 populations of chicken

No	Detail	Qty	Unit	Price	Total
1	Wages for 4 months	3	People	IDR266.000	IDR798.000
2	Feed for 4 months	1.440	Kg	IDR8.000	IDR11.520.000

Table 2.16 (Continued)

3	Vitamin, Vaccine, and Antibiotic	1	Time	IDR100.000	IDR100.000
4	Salmon Extract	0,15	Kg	IDR1.495.000	IDR224.250
5	Packaging	960	Pcs	IDR840	IDR806.400
6	Sticker label	960	Pcs	IDR428	IDR410.880
Total					IDR13.859.530

d. Total Cost per Unit

The total cost of production each unit shows in the formula below.

$$\begin{aligned}
 TC &= (FC + VC) : unit \\
 &= (IDR2.271.200 + IDR13.859.530) : 960 \\
 &= IDR 16.803
 \end{aligned}$$

e. Income

Determining the price, the writer took from the total cost per unit and considered the price formed in the market. Based on the calculation, the writer priced at IDR 26.000 per pack to the end-user customer, similar to the large populations above. The price list of the products is also the same.

Tables 2.16 and 2.17 shows that the revenue would receive in 4 months. Both tables show the maximum and minimum income generated. The number comes from assuming that all of the products are sold to the end-user customers or bulk purchasing for a minimum of 50 packs.

Table 2.17 Maximum income of Star-Egg (100 populations)

No	Detail	Qty	Unit	Price	Total
1	Sales	960	Packs	IDR26.000	IDR24.960.000
Total					IDR24.960.000

Table 2.18 Minimum income of Star-Egg (100 populations)

No	Detail	Qty	Unit	Price	Total
1	Sales	960	Packs	IDR22.000	IDR21.120.000
Total					IDR21.120.000

f. Profit

Below portrays the profit per month. Table 2.18 and 2.19 below represent the maximum and minimum profit.

Table 2.19 The maximum profit of Star-Egg in 4 months (100 populations)

1	Income	IDR24.960.000
2	Fixed Cost	IDR2.271.200
3	Variable Cost	IDR13.859.530
Profit 4 months		IDR8.829.270
Per Month		IDR2.207.318

Table 2.20 The minimum profit of Star-Egg in 4 months
(100 populations)

1	Income	IDR21.120.000
2	Fixed Cost	IDR2.271.200
3	Variable Cost	IDR13.859.530
Profit 4 months		IDR4.989.270
Per Month		IDR1.247.318

g. Payback Period

The writer used the Payback Period method to project the time required to recover the initial capital (Return on Investment/ROI). Below showed the formula.

$$PP = \text{Initial Investment} / \text{Annual Payback} \times 1 \text{ year}$$

The writer calculated by taking the maximum and minimum payback.

- The maximum payback

$$PP = \frac{IDR16.000.000}{IDR26.487.810} \times 1 \text{ year} = 0,60 \text{ year} \approx 8 \text{ months}$$

- The minimum payback

$$PP = \frac{IDR16.000.000}{IDR14.967.810} \times 1 \text{ year} = 1,06 \text{ year} \\ \approx 13 \text{ months}$$

From the calculation above, the business will return the initial capital in 13 months to 8 months, depending on the products quantities sold.

CHAPTER III

BUSINESS IMPLEMENTATION

3.1. Marketing Aspects

Marketing plays a prominent role in a business. A wide range of marketing objectives included raising people's brand awareness, gaining customers, and/or maintaining people through owner products.

Another aspect, such as the operational aspect, influence the marketing aspect. Since the writer did the whole production line, from early farming until distribution, marketing was different in every phase.

The writer divided the marketing aspect into four months of running the business. Month I counted from August 2021 and, lastly, November 2021.

3.1.1 Month I (August 2021)

Looking up to the production aspect, creating the product of omega-3-enriched eggs required time. In the first month, the team focused on producing the eggs. Therefore, it needed market research about the potential of omega-3-enriched eggs.

As mentioned in the previous chapter, writers did this by comparing omega-3 eggs prices in the market based on several resources. The writer looked up to Tokopedia, Shopee, and Indomaret. The mini research showed that omega-3 opened a large market because the price was high (included as a premium market). The writer could sell the

product below market price since the production line could reduce overall costs.

The range of prices started from IDR 28,000 up to IDR 35,000 and even above. The significant price difference showed that the market was very competitive.

3.1.2 Month II (September 2021)

On September 2021, the product was already ready to be marketed on the market. Therefore, a marketing strategy was needed to combine with the launching of the product.

The e-poster was first advertised through social media in the fourth week of the month. Since one of the target markets is parents who have children, the first approach was using WhatsApp, where there are lots, even almost, adults used.

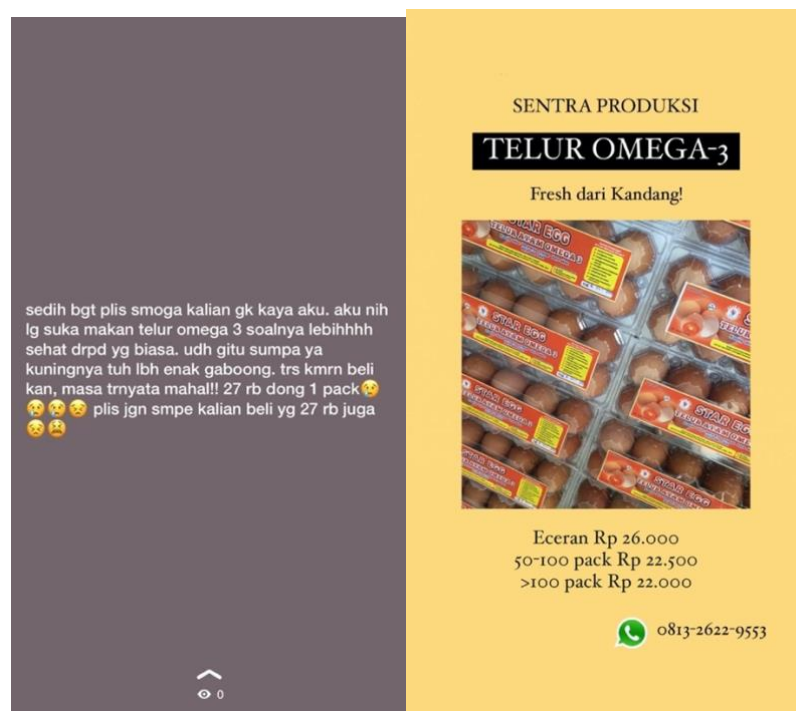


Figure 3.1 Example of advertising content of Star-Egg

Figure 3.1 is examples of advertising content that showed price for distributor and attract people to purchase more than a pack. The competitive advantage that the writer had was lower price compared to the other seller.

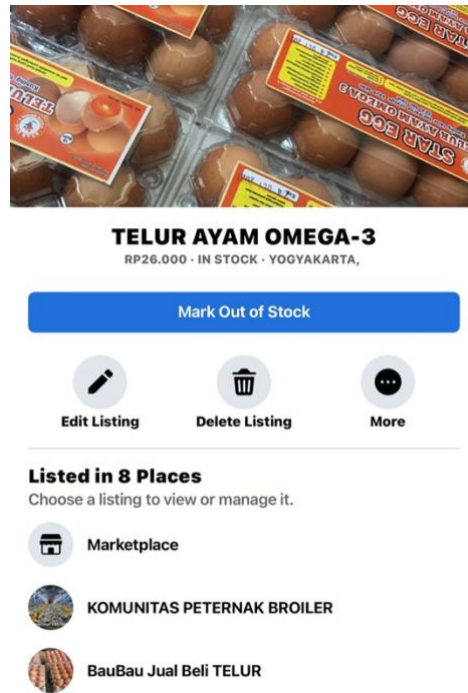


Figure 3.2 Ads for end-user customers in Facebook Marketplace

Secondly, the advertising is also done on Facebook, using the feature of Facebook Marketplace. The writer is listed in more than two groups in the Marketplace to expand the ads. The price set at IDR 26.000 (see Figure 3.2) that intended for end-user customers.

After launching the product on social media, the responses from the public were excellent. There were even 40 packs of orders from new customers regarding the marketing used by advertising it on related social media. However, the production division could only fulfil some of the

demands at that time regarding the limited production capability.

Therefore, the order should be pre-order for approximately one week.

3.1.3 Month III (October 2021)

Regarding the good responses, in the next month, the team tried to gain partnerships with people that would be distributors. The aim of looking for a distributor is to generate products with slight profit but a large quantity. The information about looking for a distributor is also advertised through Facebook Marketplace (see Figure 3.3).



Figure 3.3 Ads for Distributor in Facebook Marketplace

Furthermore, the information about looking for distributors is also advertised in OLX. The reason for choosing OLX is because the platform provides a feature called "Jasa & Lowongan Kerja," where people can seek and/or offer jobs. The advertising that has already been made can be seen in Figure 3.4.

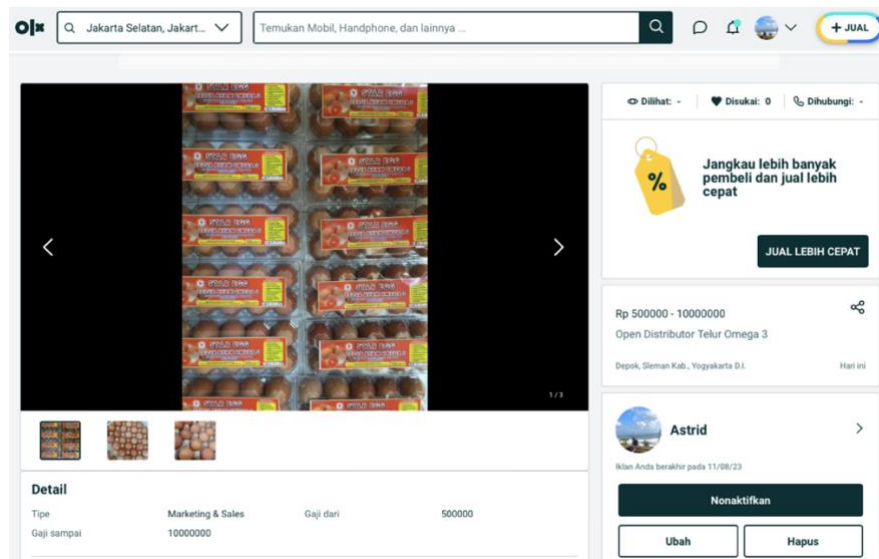


Figure 3.4 Advertising for Distributor in OLX

Jumping to the next level, the team would like to expand the market—a prominent local grocery shop near the production house, Empire Store. The shop sold stuff, primarily household things. By monitoring the products they sold, they had not sold omega-3-enriched eggs yet. Therefore, the writer proposed that Empire Store be a distributor of omega-3-enriched eggs.

After sending the offering letter, the owner of Empire Store gave a response and would like to try to take 50 packs of eggs. The team then sent the eggs to the store, as exposed in Picture 3.6. However, there was an obstacle where the owner almost rejected the product. They bargained the price very low, even lower than the lowest tolerance offering price. Negotiation happened in the end, and the product sold at IDR 18,500, slightly different from the production cost.



Figure 3.5 Eggs delivered to Empire Store

Moreover, although the writer had already set the fixed price of a certain quantity, several people negotiated for having a special price for 12 packs of eggs. They were trying to take a small quantity of bulk to test the market before purchasing the bulk quantities to be a distributor. After bargaining, the writer told the buyer to increase the quantities to 15 packs and priced them at IDR 23.500 per pack.

3.1.4 Month IV (November 2021)

The sales of production still continue and even increase. The market started to open slowly. The team's relatives, such as neighbours, family, etc, repeated the order.

In the fourth month, some customers would like to be a distributor but are still deciding about directly purchasing bulk quantities. Like the previous month, the writer could give IDR 23.500 for a minimum of 15 pcs and IDR 23.000 for purchasing above 20 packs.

Furthermore, despite increasing sales, expansion planning could have been improved. Empire Stores, which, the previous month, received the product, refused to repeat the order. The thing behind the rejection due to the price competition. They showed that other sellers sold slightly lower than Star-Egg, the writer's product. Due to the calculation of production cost, Star-Egg decided not to continue the cooperation.

In addition, minor obstacles also came from the distributor. The response was good since there was advertising regarding the opening of a Star-Egg distributor. Some people were interested in the offering but were domiciled outside Yogyakarta. However, the product could not be delivered due to a distribution matter where the team had yet to find a safe way to ship over long distances.

3.2. Financial Aspects

3.2.1 Month I (August 2021)

1. Capital

In August 2021, the writer emitted IDR 21.000.000 as the initial capital for Star-Egg (see Table 3.1). The fund purchases tools and fixed expenses, such as a chicken coop capacity of 100 chickens and equipment. There was an option for a bank loan. However, as the quantity is a home-scale industry, the writer uses personal savings due to payback.

Table 3.1 Initial Capital of Implementation

Date	Source of Capital	Qty	Unit	Price	Amount
01/08/21	Owner Saving	1	Time	IDR21.000.000	IDR21.000.000
Total					IDR21.000.000

2. Expense

For the first month, the writer spent expenses to purchase the tools and materials needed (see Table 3.2). The coop was built this month, and pullets chicken aged 18 were also purchased. However, as the pullets were procured in the middle of August, the writer should feed them for the rest of the month. Therefore, there was a purchase of two weeks-chicken feed.

Table 3.2 Expense of Star Egg in August 2021

Date	Purchasing	Qty	Unit	Price	Amount
01/08/21	Chicken coop capacity 100 flocks	1	Building	IDR5.000.000	IDR5.000.000
02/08/21	Salmon Extract	1	Kg	IDR1.495.000	IDR1.495.000

Table 3.2 (Continued)

04/08/21	Chicken feeder	10	Pcs	IDR34.000	IDR340.000
04/08/21	Waterer kit	10	Pcs	IDR30.000	IDR300.000
04/08/21	Lamp	1	Pcs	IDR15.000	IDR15.000
16/08/21	Pullets aged 18 weeks	100	Flocks	IDR90.000	IDR9.000.000
16/08/21	Feeds for 2 weeks	168	Kg	IDR8.000	IDR1.344.000
31/08/21	Electricity	1	Month	IDR20.000	IDR20.000
Total					IDR17.514.000

3. Income

The sales had not started yet in August 2021, which was still the month of trial and error. Table 3.3 displays the number of incomes where the amount still IDR 0.

Table 3.3 Income of Star Egg in August 2021

Date	Source of Income	Qty	Unit	Price	Amount
01/08/21	-	0	-	IDR0	IDR0
Total					IDR0

3.2.2 Month II (September 2021)

1. Expense

In September, the trial-and-error research started to produce good results. The next step was preparing the product to be launched, from designing the label to purchasing the needed product material. Therefore, as seen in Table 3.4, there was spending on the material used to sell the products and stock for the upcoming months.

Table 3.4 Expense of Star Egg in September 2021

Date	Purchasing	Qty	Unit	Price	Amount
15/09/21	Chicken feed (for 30 days)	360	Kg	IDR8.000	IDR2.880.000
20/09/21	Printed label sticker	35	Sheets	IDR6.000	IDR210.000
21/09/21	Egg plastic packaging	500	Pcs	IDR840	IDR420.000
28/09/21	Wages	3	People	IDR66.500	IDR199.500
31/09/21	Electricity	1	Month	IDR20.000	IDR20.000
Total					IDR3.530.000

2. Income

According to the production aspect, the production rate had yet to meet its peak in September 2021. It was because chickens require time for production. The sales started on the last week of the month,

while the rest of the week was spent to finish the production. An order of 50 packs was received and should wait for pre-order for approximately one week. Table 3.5 displays the income for the month. Therefore, this month Star-Egg had yet to generate profit.

Table 3.5 Income of Star Egg in September 2021

Date	Source of Income	Qty	Unit	Price	Amount
01/09/21	Eggs sales	50	Packs	IDR22.500	IDR1.125.000
Total					IDR1.125.000

3.2.3 Month III (October 2021)

1. Expense

The sales already ran in October 2021, reaching the highest production peak. Therefore, the expenses were lower than in the previous two months. The fund this month spent more likely on the variable cost for production, such as chicken feed (see Table 3.6).

Table 3.6 Expense of Star Egg in October 2021

Date	Purchasing	Qty	Unit	Price	Amount
15/10/21	Chicken feed (for 30 days)	372	Kg	IDR8.000	IDR2.976.000
27/10/21	Transportation	1	Time	IDR10.000	IDR10.000
28/10/21	Wages	3	People	IDR66.500	IDR199.500

Table 3.6 (Continued)

31/10/21	Electricity	1	Month	IDR20.000	IDR20.000
Total					IDR3.205.500

2. Income

In October 2021, the sales already reached the highest peak. Therefore, with the high demand, product sales could be maximized. Table 3.7 portrays the revenue stream. From the table, several transactions with different prices were negotiated.

Table 3.7 Income of Star Egg in October 2021

Date	Source of Income	Qty	Unit	Price	Amount
04/09/21	Eggs sales	10	Pack	IDR26.000	IDR260.000
06/10/21	Eggs sales	3	Pack	IDR26.000	IDR78.000
07/10/21	Eggs sales	10	Pack	IDR26.000	IDR260.000
08/10/21	Eggs sales	2	Pack	IDR26.000	IDR52.000
09/10/21	Eggs sales	10	Pack	IDR26.000	IDR260.000
10/10/21	Eggs sales (special order)	50	Pack	IDR18.500	IDR925.000
11/10/21	Eggs sales	9	Pack	IDR26.000	IDR234.000
12/10/21	Eggs sales	3	Pack	IDR26.000	IDR78.000
13/10/21	Eggs sales	15	Pack	IDR23.500	IDR352.500

Table 3.7 (Continued)

14/10/21	Eggs sales	3	Pack	IDR26.000	IDR78.000
15/10/21	Eggs sales	8	Pack	IDR26.000	IDR208.000
16/10/21	Eggs sales	8	Pack	IDR26.000	IDR208.000
17/10/21	Eggs sales	9	Pack	IDR26.000	IDR234.000
18/10/21	Eggs sales	9	Pack	IDR26.000	IDR234.000
18/10/21	Eggs sales	3	Pack	IDR26.000	IDR78.000
19/10/21	Eggs sales	12	Pack	IDR26.000	IDR312.000
20/10/21	Eggs sales	3	Pack	IDR26.000	IDR78.000
21/10/21	Eggs sales	4	Pack	IDR26.000	IDR104.000
25/10/21	Eggs sales (special order)	15	Pack	IDR23.500	IDR352.500
27/10/21	Eggs sales	2	Pack	IDR26.000	IDR52.000
27/10/21	Eggs sales	12	Pack	IDR26.000	IDR312.000
28/10/21	Eggs sales	8	Pack	IDR26.000	IDR208.000
29/10/21	Eggs sales	8	Pack	IDR26.000	IDR208.000
Total					IDR5.166.000

3.2.4 Month IV (November 2021)

1. Expenses

In November 2021, the sales were already stable and even increasing. The expenses are more likely spent on variable costs, such as chicken feed (see Table 3.8). The other material, such as packaging

and sticker labels, did not need to repurchase as the stock was still available.

Table 3.8 Expense of Star Egg in November 2021

Date	Purchasing	Qty	Unit	Price	Amount
15/11/21	Chicken feed (for 30 days)	360	Kg	IDR8.000	IDR2.880.000
28/11/21	Wages	3	People	IDR66.500	IDR199.500
31/11/21	Electricity	1	Month	IDR20.000	IDR20.000
Total					IDR3.099.500

2. Income

The income in the fourth month raised compared to the previous month. The production rate of eggs was also stable, just like in September, so that the sales could be maximized. Table 3.9 revealed the data on sales in November 2021. From the data, readers could see several transactions for a minimum of 15 packs with negotiable prices. The price was set with the consideration of gaining more distributors later—prices for specific quantities.

Table 3.9 Income of Star Egg in November 2021

Date	Source of Income	Qty	Unit	Price	Amount
01/11/21	Eggs sales	10	Pack	IDR26.000	IDR260.000
02/11/21	Eggs sales	10	Pack	IDR26.000	IDR260.000
03/11/21	Eggs sales	2	Pack	IDR26.000	IDR52.000
04/11/21	Eggs sales	3	Pack	IDR26.000	IDR78.000
05/11/21	Eggs sales	3	Pack	IDR26.000	IDR78.000
06/11/21	Eggs sales	9	Pack	IDR18.500	IDR166.500
07/11/21	Eggs sales	8	Pack	IDR26.000	IDR208.000
08/11/21	Eggs sales	7	Pack	IDR26.000	IDR182.000
09/11/21	Eggs sales	9	Pack	IDR26.000	IDR234.000
10/11/21	Eggs sales	3	Pack	IDR26.000	IDR78.000
11/11/21	Eggs sales	8	Pack	IDR26.000	IDR208.000
12/11/21	Eggs sales	8	Pack	IDR26.000	IDR208.000
13/11/21	Eggs sales	3	Pack	IDR26.000	IDR78.000
14/11/21	Eggs sales	4	Pack	IDR26.000	IDR104.000
15/11/21	Eggs sales	10	Pack	IDR26.000	IDR260.000
16/11/21	Eggs sales (special order)	15	Pack	IDR23.500	IDR352.500

Table 3.9 (Continued)

17/11/21	Eggs sales (special order)	15	Pack	IDR23.500	IDR352.500
18/11/21	Eggs sales	8	Pack	IDR26.000	IDR208.000
19/11/21	Eggs sales	7	Pack	IDR26.000	IDR182.000
20/11/21	Eggs sales	7	Pack	IDR26.000	IDR182.000
21/11/21	Eggs sales	5	Pack	IDR26.000	IDR130.000
22/11/21	Eggs sales	6	Pack	IDR26.000	IDR156.000
23/11/21	Eggs sales (special order)	20	Pack	IDR23.000	IDR460.000
24/11/21	Eggs sales	10	Pack	IDR26.000	IDR260.000
25/11/21	Eggs sales	10	Pack	IDR26.000	IDR260.000
26/11/21	Eggs sales	9	Pack	IDR26.000	IDR234.000
27/11/21	Eggs sales	8	Pack	IDR26.000	IDR208.000
28/11/21	Eggs sales	8	Pack	IDR26.000	IDR208.000
Total					IDR5.647.500

3. Summary of Financial

To sum up, the first four months of implementing the business showed a good result. Table 3.10 displays the incomes, expenses, and profit generated in August-November 2021. From the data, there was no profit in the first two months. It happened because the business started to

prepare in August 2021, when there were many expenses to purchase materials and tools, but the sales had yet to start. Meanwhile, in September 2021, the sales had already started, but the egg production rate had yet to reach peak production. Therefore, there were orders from customers that still needed to be fulfilled.

Table 3.10 Financial Position of Star-Egg in August-November 2021

Month	Income	Expenses	Profit
August 2021	IDR0	IDR17.514.000	-IDR17.514.000
September 2021	IDR1.125.000	IDR3.530.000	-IDR2.405.000
October 2021	IDR5.166.000	IDR3.205.000	IDR1.961.000
November 2021	IDR5.647.500	IDR3.099.500	IDR2.548.000

However, regardless of the profit that did not generate in the first two months, the income and profit, in general, keep increasing. As seen in Figure 3.6 show the graph of Star-Egg's income in the first two months. The boosted revenue received aligned with the egg production rate, reaching the highest and most stable position after September 2021. Therefore, almost every demand could be fulfilled in October and November 2021.

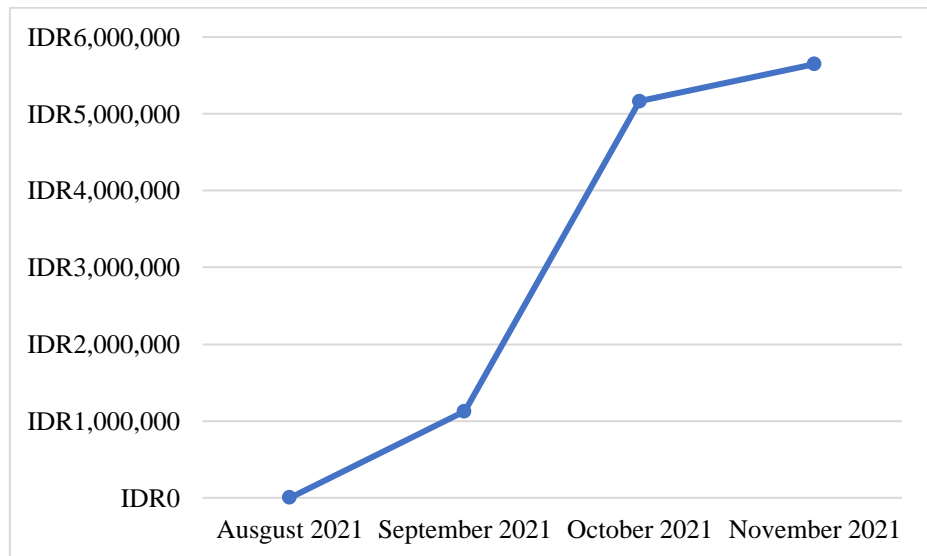


Figure 3.6 Income graph by Star-Egg (August - November 2021)

Furthermore, the profit of Star-Egg keeps increasing along with the stability of the business. Figure 3.7 demonstrates a positive graph of profit. The data portrayed the rising number of profits.

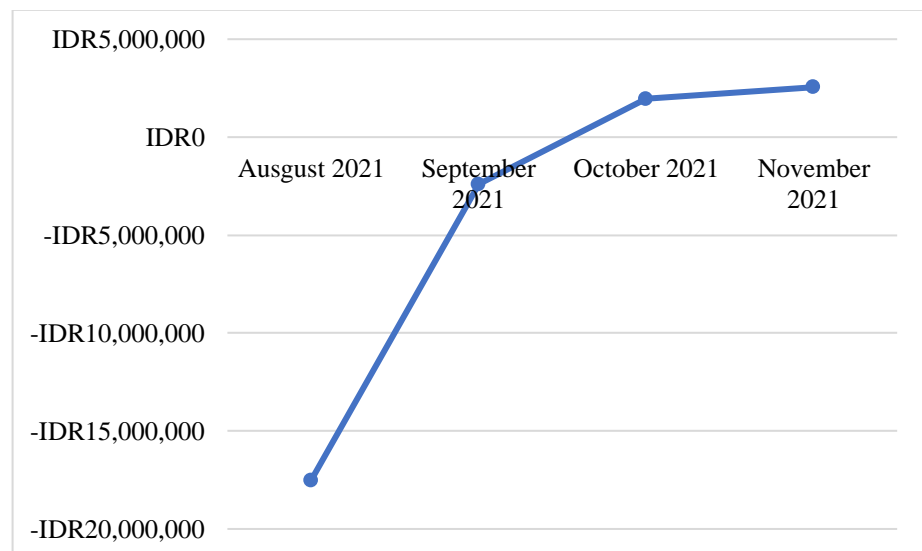


Figure 3.7 Profit graph by Star-Egg (August - November 2021)

3.3. Operational/Technical Aspects

3.3.1 Month I (August 2021)

The plan to run a business of omega-3-enriched eggs already came out way before August 2021. However, it required a long journey of research and trials. The chicken used by the business owner was 100 chickens. One chicken took about 18-20 weeks to eventually produced eggs. Therefore, the production rate would still need to reach its highest peak in the first several months.

In the middle of March 2021, the trial started using the chicken owned by the writer before purchasing the 100 flocks. The production team monitored every week. However, the egg yolk color needed to be orange. This indicated that eggs did not contain enough omega-3.

To add omega-3 contain, it needed to add salmon extract to chicken feeds. The mixture ratio between salmon extract and chicken feeds was 1 gram:1 kg. After adding the salmon extract, it required about two weeks to see the result.

In the middle of August, the production team purchased 100 flocks of pullets, chickens aged 18 weeks. The reason for choosing the 18 weeks is because a chicken is priced according to age; the more old, the more it will add to the cost. Additionally, if the writer buys the younger chick, it will take more cost to feed it.

This month is still counted as a trial and error phase, so the production keeps monitoring. Subsequently, the chicken started to lay eggs in the third week of August 2021, and finally, the egg yolk was

orange enough as the Production Team standardized. The first production rate was 5%, which means only five chickens laid eggs. However, it keeps increasing over the period.

3.3.1 Month II (September 2021)

On September 2021, the team kept monitoring the trial that had already been done in the previous month, which added salmon extract to the feed mixture. The production rate kept growing per week and showed promising results. As one of the excellent indicators, in the last week of this month, the team started first to sell the products to the market.

The public responded well. However, the production eventually faced difficulty fulfilling all of the demand because the production rate had not stabilized. To sum up, evaluation and correction throughout the product before being sold to the market was needed.

3.3.2 Month III (October 2021)

As the team monitored the production rate, it periodically increased and showed promising results. Moreover, this month the peak production reached approximately 95%. The rate was stable for about six weeks.

However, regardless of the rate of production reached, there was an external problem regarding material purchasing. The feed price faced a fluctuation in the market. This happened several times, and we have yet to have a solution except still follow the price.

3.3.3 Month IV (November 2021)

The production kept showing promising results. On week 3 of November 2021, the production rate decreased to 85%. However, this still met the standardization of the production team and tended to be stable for the upcoming weeks.

3.4. Organizational and Human Resources Aspects

To run a business, an organization needs a clear structure. The structure will divide and organize people in a team based on the job description to manage every aspect well.

3.4.1. Organizational Structure

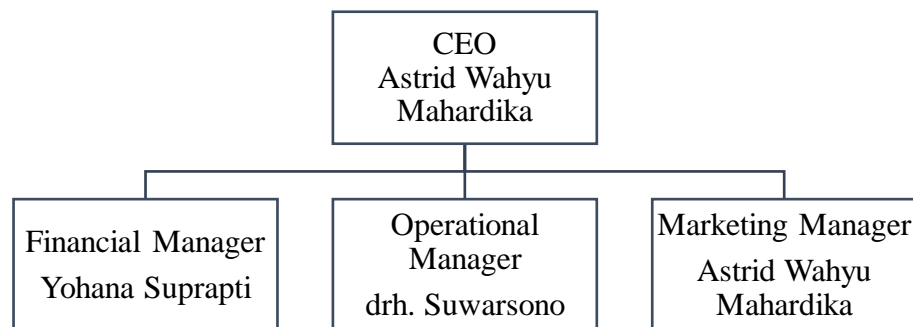


Figure 3. 8 Organizational structure applied in Star-Egg

Figure 3.8 displays the Star-Egg organizational structure, consisting of four departments and three people. Below is the description of every line of the organization.

1. Chief Executive Officer

CEO, or at this moment run by the writer, is responsible for every aspect of the organization run and managed well.

2. Financial Manager

A financial manager is responsible for all reports in the financial aspect, whether it is daily, monthly, or soon-to annually. Besides, the manager was told to manage and control the budgeting plan.

3. Operational Manager

An operational manager would manage the production team from the very early production. Hence, a professional veterinarian background was needed to fill this position.

4. Marketing Manager

A marketing manager played a crucial role without ruling the other division out. A marketing manager should understand and report the market needs to the production team.

CHAPTER IV
IDENTIFICATION AND PROBLEM SOLVING

Before running a business, the owner should do a feasibility study and create the business design to see the business prospect and plan to implement it. However, problems in applying the business become something undeniable. This chapter will elaborate on the problems faced, how to solve the obstacles and the relatable theory review regarding the condition encountered. Below is the problem identification in marketing, financial, human resource, and operational aspect.

4.1. Problem Identification

Table 4.1 reveals summarized problems of every aspect occurred in Star-Egg implementation.

Table 4.1 Problem of Star-Egg in Marketing, Financial, Human Resources, and Operation Aspect

No	Aspect	Problems
1	Marketing	<ul style="list-style-type: none"> a. Being rejected by a local wholesaler b. Price competition c. The use of social media had not been utilized optimally yet d. Shipment matter for delivering to potential distributors/wholesalers outside Yogyakarta
2	Financial	<ul style="list-style-type: none"> a. The financial condition did not record regularly

Table 4.1 (Continued)

3	Human Resource	a. There are job overlaps
4	Operational	<p>a. The production rate often insufficient the high demand</p> <p>b. The fluctuation of chicken feed which affected the overall cost.</p>

4.1.1. Problem in Marketing Aspect

a. Being rejected by a local wholesaler

As Star-Egg attempted the B2B market by directly selling to a wholesaler, it could have run better. A local wholesaler, Empire Store, located in Yogyakarta, refused to accept the first offer, which was priced at IDR 21.000 for purchasing above 15 packs. Although Empire Store eventually purchased 50 packs that were brought as samples at IDR 18.500, they did not repurchase Star-Egg.

b. Price competition

Connecting with the previous point, Empire Store did not repurchase the writer's product because they were comparing it with the competitor's significantly lower price, and they found another product sold below IDR 17,000. As the price was not suited for the writer's profit calculation, the plan to supply Empire Store was cancelled.

- c. The use of social media had not been utilized optimally yet

Star-Egg already used platforms such as Facebook, WhatsApp, and OLX in the implementation. However, all of these media are used for sales purposes only. It did not engage customers and soon-to-be customers, whether direct end-user or wholesalers.

- d. Shipment matter for delivering to soon-to-be distributor/wholesaler outside Yogyakarta

The shipment of eggs could be a matter, especially for delivery outside Yogyakarta. It required longer distance, time, and the security of eggshells. Although the product of Star-Egg is packaged in plastic packaging containing ten and has indirect contact with the outside packaging, the shell is very fragile. Shaking, stacking, and any delivery things increase the risk of potentially cracking. Besides, they are also possibilities for substance contamination.

4.1.2. Problem in Financial Aspect

- a. The financial condition did not record regularly

Star-Egg transactions usually happen daily. However, the bookkeeping and financial recording had yet to be regularly conducted. Therefore, to directly check the current financial condition, the team should calculate from the previous transaction first.

4.1.3. Problem in Human Resources Aspect

- a. There were job overlaps

Although in the early stage of planning, the writer portrayed the diagram of division and who the person fills the position, the

overlapping job did not avoid. For instance, the production division also did marketing stuff, such as giving offers to specific potential customers or wholesalers.

4.1.4. Problem in Operational Aspect

- a. The production rate often insufficient the high demand

The chicken produced eggs gradually, increasing per week. In the beginning weeks, the production rate was still low. The low production rate affected the customer demands that could only be fulfilled simultaneously.

- b. The fluctuation of chicken feed which affected the overall cost

Seasonally, chicken feed faced a fluctuation in price. Usually, the price of chicken feeds is IDR 8.500 per kg. However, in some periods, it could increase up to IDR 9.000 per kg, which indirectly affected the overall cost of production.

4.2. Theoretical Basis

4.2.1. Pricing Strategy

Things often happen outside the planning in business applications, such as rejecting the soon-to-be business partner. One of the main things that caused the rejection is the price competition, especially when entering a Business-to-Business (B2B) market. Price, even a slightly different, does matter. Referring to points (A) and (B) of the problem above, a company must apply a price strategy before entering the B2B market.

Determining effective pricing is considered an essential thing for a new B2B. The strategy could determine long-term success in the market (Fill and Fill, 2005). Supporting the idea, Shipley and Jobber (2001) stated that price management plays a prominent role in marketing and competitive strategy. The pricing of a product becomes one of the criteria for industrial customers to assess the value of an offering and influence the choice of a particular brand in the competing market.

According to Indounas and Avionitis (2011), initial product prices are vital for a business's success. A theoretical review uncovers three fundamental strategies for determining product pricing, which are outlined as follows:

1. Skimming pricing (namely, setting a high initial price)

Skimming pricing involves setting a high initial price to maximize short-term financial outcomes. The underlying principle is to acquire the highest feasible price from each market segment, with the highest valuable segments expanding to the market with lower values.

2. Penetration pricing (namely, setting a low initial price)

A low initial price portrays penetration pricing. The penetration pricing strategy becomes the favorable option for a company that attempts to attract new customers to try the new product and gain a desirable market share and sales.

3. Determining pricing similar to competitive price

As discussed in the Indounas & Avionitis (2011), settling pricing similar to the competitive price is the option that inclines toward a company facing intense competition and a lack of differentiation among competing products.

4.2.2. Dealing with Agricultural Products Fluctuation Price in the Market

Connecting with the pricing strategy, a consideration that needs to be applied is the fluctuation likely to happen in agriculture. Agriculture fields have become one of the significant industries throughout the time that plays a prominent role (Oduniyi, 2022). However, as Peng (2014) claimed, generating agriculture products from manufacturers to end-user consumers requires one or more links, which contribute to price increments and result in the final price in retail.

Nevertheless, the price formation process is also influenced by other factors. Wang et al (2020) stated that these factors include the internal aspects; such as production costs, and the external aspects; such as alternative prices, market environment, etc. According to Liu et al (2019), these factors contribute to large fluctuations in non-stationary and non-linear agricultural prices.

A study of literature conducted by Oduniyi (2022) reveals an analysis of these occurrences using Hayek's Theory of Simple and Complex Phenomena. According to Hayek in Oduniyi (2022), a simple phenomenon is characterized by conditions that individuals or specialists can predict. On the other hand, in a complex phenomenon, the interactions

among its components are non-linear, and the nature of these interactions is too complex to be understood by an individual or specialist.

Regarding the theory above, price fluctuation, especially in agriculture, is considered a complex phenomenon (Huka et al., 2014). According to Oduniyi (2022), some components of agricultural price influences exist. These are the Covid-19 pandemic, financial, and climate change. Aligned with the complexity, Kay and King (2020) elaborated, economists face a challenge in predicting precise reactions to particular events, as these reactions depend on the balance between forces. In conclusion, an agricultural business player cannot appropriately forecast solutions for one dimension only.

4.2.3. Pull vs Push Strategy Promotion

A business owner commonly uses B2B practices in business to expand the market. As stated by Efanny et al (2018), in marketing the products, producers commonly sell their goods through total channels – via retailers and wholesalers.

In order to run the business, it is necessary to use many strategy approaches. Two types of strategy are applied in a business: pull and push. As stated in point (A) of the problem above, the push strategy could be seen. However, combining both strategies was needed rather than emphasizing one strategy only.

The push strategy encourages the producer's retailers to sell their products. Aligned with various product categories have matured, managers are progressively focused on enhancing the "push" programs,

for instance, by doing sales and personal sales efforts towards retailers or wholesalers (Balmer et al, 2006).

Kotler and Keller (2016) claimed that push strategy occurs when a business utilizes trade promotion and sales force to influence agents to stock, promote, and sell products to end consumers.

On the other hand, the pull strategy is considered a promotional strategy that emphasizes facilitating direct communication from producers to end users to generate a demand "pull" for products that meet their needs (Brocato, 2010)

4.2.4. Digital Marketing in B2B

Related to point (C) of the problem above, social media was needed to apply the business. According to Smith and Chaffey (2013), the web is a pull marketing environment where a business pulls customers to visit the brand website using strategies such as SEO or Search Engine Optimisation and social media.

The internet era brings a new approach to nurturing the connections between end customers, value-chain members, and alliance partners. The B2B supplier can use the internet to offer competitive bids to the customer (Cravens and Piercy, 2006).

Social media could benefit a business by utilizing the functional blocks of social media. According to Diba et al (2019), the functional blocks include identity, conversations, sharing, presence, relationships, reputation, and groups.

Furthermore, as customer trust plays a vital role in a business, utilizing social media could assist a business in creating that. Chaffey and Smith (2013) stated that trust and thought can occasion by sharing engaging content. The move shifted from push-to-pull marketing. As believed by Salo (2017), a B2B business player in B2B uses social media for the aim of marketing strategy.

A business commonly uses social media channels such as Facebook, LinkedIn, Twitter, YouTube, blogs, and Instagram (Broekemier et al., 2015). Compared to the other traditional marketing method, social media is unique as it involves two-way communication (Mangold and Faulds, 2009).

4.2.5. Egg Transport

One of the risks that Eggs and Poultry Enterprises should receive is egg shell is very fragile. According to Seidler (2003), cost-effective marketing usually requires egg protection using specific packaging and handling procedures.

Seidler (2003) elaborated that there are various types of egg packages, as described below.

a. Type-1

Packaging in a solid container, such as baskets or crates filled with clean and odorless rice husks, wheat chaff, or chopped straw, could significantly reduce the probability of shell damage. Another form that can also pack eggs is a simple basket, although it has a high risk of shell damage.

b. Type-2

The common filler tray form. After filling the tray with eggs, the fillers will be transferred into the box.

c. Type-3

The next type is the smaller and specific packaging, typically used for retail sales. The packaging could hold two to twelve eggs. This type of packaging could be in the form of paperboard or plastic.

4.3.Problem Solving

4.3.1. Marketing

Regarding the problem and the supported theoretical basis, the writer analyzes four solutions to improve the problem. Table 4.2 shows the summary of each problem and its solution.

Table 4.2 Problems and Solutions of Marketing Aspect

No	Problem	Solution
1	Being rejected by a local wholesaler	1. Applying Penetration pricing strategy by considering the objective of the business and external factors that lead to the agriculture fluctuation. 2. Applying pull marketing strategy by digitalization on social media.
2	Price competition	

Table 4.2 (Continued)

3	The use of social media had not utilized optimally yet	Advantaging the social media for branding purposes, engagement, and create interaction to attract customer and distributor/wholesaler.
4	Shipment matter for delivering to potential distributors or wholesalers outside Yogyakarta	Shipping the packaged eggs using box that lined with clean and odourless rice husks, wheat chaff, or chopped straw.

1. Applying penetration pricing strategy with consideration

According to Indounas and Avionitis (2011) above, which elaborated on three types of pricing strategy, the suitable method to be applied in Star-Egg is Penetration Pricing. The strategy is applied because Star-Egg is a new business to obtain new customers, distributors/wholesalers.

The penetration price could be determined by calculating the Break Event Point and comparing it to the competitor prices by researching the marketplace and offline store. Star-Egg will take a slight profit to create a lower price in the market but targeted mass quantities.

To create prices, some things need to be considered, including factors that could not be forecasted. One of the aspects is the fluctuating price of chicken feed. Kay and King (2020) stated that even

economists could not predict the fluctuation price precisely so that the writer will observe it by the price faced directly in the field. The calculation of production cost will be estimated by taking the highest price of chicken feed, IDR 8.000. Therefore, there are price gaps to anticipate the fluctuation that will likely happen occasionally.

Furthermore, by knowing that price competition does matter and the “more affordable price compared to the other competitors” become the value proposition of this business, Star-Egg understand that the customer segments of “medium-to-high income people” is hard to reach. Therefore, the firm adjusted the Business Model Canvas into Figure 4.1.

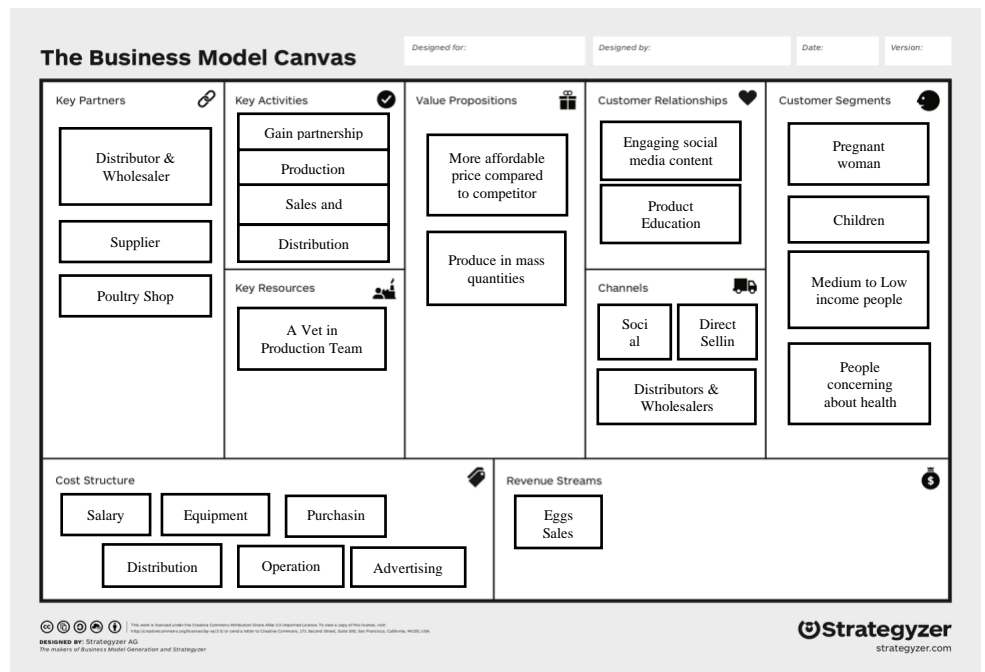


Figure 4.1 Adjusted Business Model

2. Applying pull marketing strategy by digitalization on social media.

In the application of business, Star-Egg already did the push marketing when offered products to Empire Store, regardless of being rejected. Moreover, it needs a balance between push and pull marketing. Therefore, the writer will try to apply social media; as Chaffey & Smith (2013) stated, the web is considered to pull marketing.

In the implementation of the business, the performance of social media was still low. It could be seen by the source of customers mostly come from direct selling and mouth-to-mouth marketing.

3. Advantaging the social media for branding, engagement, and create interaction purposes

Connecting the previous point in which the writer will try digitalization is related to the advantage of social media optimally. As stated by Diba et al (2019), social media could benefit businesses. If Star-Egg business social media roles are implemented as a sales purpose channel, here the social media uses are expanding. It utilizes to create content with the aim of branding, gaining engagement, and creating interaction between producers and potential customers or distributors/wholesalers.

The writer will use platforms like Instagram, TikTok, and Facebook to create direct and indirect selling content. Social media will also create trust among customers and distributors/wholesalers.

4. Shipment matter for delivering to soon-to-be distributor or wholesaler outside Yogyakarta

According to the type of egg packaging elaborated by Seidler (2003), the writer analyses that the appropriate packaging for Star-Egg is type-1. As the product of Star-Egg already packaged in a plastic packaging contain ten, it will placed in a box filled with clean and odorless rice husks, wheat chaff, or chopped straw to significantly reduce the probability of shell damage.

4.3.2. Finance

The financial problem at Star-Egg was the recording that did not run regularly. Table 4.3 reveals the summary of the problem and the suitable solution.

Table 4.3 Problems and Solutions of Financial Aspect

No	Problem	Solution
1	The financial condition did not record regularly	Applying basic accounting and financial statement

1. The financial condition did not record regularly

As financial play an important of business success, a business owner should understand the financial condition. However, the recording in Star-Egg did not run regularly; therefore, the decision-making of a particular thing within the firm did not take based on financial position.

In order to resolve the problem, the writer will try to apply the basic accounting that could implement for a new business. According to Alexander (2018), three primary financial statements are the Income Statement, the Balance Sheet, and the Statement of Cash Flows.

In the Income Statement, the writer will record the income and expenses daily. Moreover, for the Balance Sheet, the transaction will be recorded in the condition of assets, liability, and equity of Star-Egg. The final step summarizes the cash generated during the implementation into the Statement of Cash Flows. By knowing the cash flow, in simple, the writer will understand the financial condition of Star-Egg.

4.3.3. Human Resource Management

As a new business, more jobs must be implemented based on each division. Table 4.4 points out the summary of the human resources problem and the suitable solution.

Table 4.4 Problems and Solutions of Human Resources Aspect

No	Problem	Solution
1	There are job overlaps	Creating a more precise job description and delivering it to the rest of the team

1. Creating a more explicit job description to the rest of the team

According to Dobbins et al (2021), a job description contains seven points; which are 1) Title; 2) Job summary; 3) Job tasks,

responsibilities, and authorities 4) Job qualifications; 5) supervision; 6) working conditions; 7) Salary and benefits. The Author will use the worksheet as a guidance. The example attaches on Appendix 2.

4.3.4. Operational / Production

The problem in the operational aspect mainly occurs in the production matter, where it still needs to increase the production rate to fulfill all the high demand. Table 4.5 shows the summary of each operational problem and its solutions.

Table 4.5 Problems and Solutions of Operational/Production Aspect

No	Problem	Solution
1	The production rate often insufficient the high demand	Gain partnership with layered chicken farmers through contract farming system.
2	The fluctuation of chicken feed which affected the overall cost.	Shifting the factory chicken feed into mixing the chicken feed manually, for a mass production

1. Gain partnership with layered chicken farmers

Contract farming, defined by Baumann (2000) as “*a system where a central processing or exporting unit purchases the harvests of independent farmers and the terms of the purchase are arranged in advance through contracts.*” Eaton and Shepherd (2001) stated that the suitable type of contract commonly used in poultry is the

centralized model contract, in which the sponsor purchases the crop from partnered farmers.

According to the ideas, the writer will gain partnerships with layered chicken farmers in Yogyakarta and Central Java Area. It could be more than one farmer as the financial growth later, to avoid the tendency of dependent on only one partner.

The partnership will include the agreement of both parties, Star-Egg, and the farmers. Firstly, the writer will agree that the farmers should produce omega-3-enriched eggs and sell the crop only to Star-Egg. Moreover, the differences between omega-3-enriched eggs and regular eggs are the concentration of the chicken feeds, where the writer added the salmon extract to produce omega-3-enriched eggs. Therefore, to equalize the standard of eggs produced and prevent the company's secret, the salmon extract will be provided by Star-Egg.

The duration of the agreement will conduct for six months. After that, both parties will evaluate further cooperation.

2. Mixing the chicken feed manually, rather than purchasing a factory feed

The fluctuating price of chicken feed is in line with the problem of pricing strategy in the marketing aspect. As stated in the idea of Kay and King (2020) that fluctuation cannot easily predict even by professionals; the solution for a fluctuation of chicken feed is observing directly what happened in the implementation.

Moreover, shifting the factory feed into manually mixed could be applied, especially for mass production. The mixing includes maize, rice polish (*bekatul*), and concentrate. According to the calculation, it is more affordable, where it could cost IDR 5.750 – IDR 6.300 per kg. Meanwhile, the usual factory chicken feed used by Star-Egg is "Par L-1 produced by PT Comfeed", which costs IDR 8.000 per kg. The reason for using the factory chicken feed is its simplicity, and the production rate is still low in the first four months.

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1. Conclusion

Star-Egg: Omega-3-Enriched Egg is a business run in agriculture fields. The business was established in 2022 to provide a high nutrition of omega-3 in the form of food that is highly demanded by Indonesians, according to the data in 2020. Moreover, the business was conducted because people's awareness of health was increasing.

The paper reported the business plan of Star-Egg, the implementation, and the analysis for each aspect of problems and solutions. The data showed the running business in the first four months, from August until December 2020.

As shown in the business plan design, the writer elaborated on the business's planning, from marketing, operational, financial, and human resource aspect. On the other hand, the business implementation showed good responses from the public. It is seen by the high demand that keeps increasing daily and the number of people and distributors repurchases. Besides, the income graphic that keeps increasing also states the same thing.

In implementing business, Star-Egg targeted not only end-user consumers but also wholesalers and distributors, which are the distribution channels. In other words, Star-Egg entered a B2B market. As the writer digs deeper into marketing, three components are highlighted as the business implementation. The factors

mentioned are that distribution matters in shipping products in B2B, the strategy needs to be applied in entering the B2B market, and the use of social media.

Distribution or shipping does matter in a business, especially a fragile product that needs extra protection and safety. In implementing the Star-Egg business, there was an obstacle where the business owner found a buyer outside the production house but needed help to fulfill the demand due to being unable to ship. In order to cope with the situation, the writer looks for literature that elaborates on a type of packaging suitable for a product like Star-Egg. Packaging in a solid container, such as baskets or crates filled with clean and odorless rice husks, wheat chaff, or chopped straw, could significantly reduce the probability of shell damage.

Secondly, the point of strategy needs to enter a B2B market is also vital. Some strategies must be applied since the targeted buyers are wholesalers or distributors. The strategies analyzed were using penetration pricing strategy, considering the external unpredicted factor such as price fluctuation, applying digitalization as pull marketing, and optimizing the utilization of social media. Connecting the point above, social media could have run better in Star-Egg. Therefore, the firm planned to use platforms Instagram, TikTok, and Facebook for branding, engagement, and create trust purposes.

In addition, problems also occurred in the financial, human resource, and operational aspects. Each aspect was identified as the problem resolved. In the financial aspect, the financial condition did not record regularly. Therefore, a resolution is by doing a basic accounting and financial statement. The financial statement includes the Income Statement, the Balance Sheet, and the Statement

of Cash Flows. Moreover, job overlaps occurred in the human resource aspect. The writer will create a more job description by analyzing from theory of the job description. There is a tool that will apply called a Job Description Worksheet. Lastly, the problem that happened in the operational department was summarized into two points. The problems mentioned were the low production rate to fulfil the high demand and the fluctuating price of chicken feed. The resolve will later be conducted by a gain partnership with layered chicken farmers and chicken feed alternatives to the more affordable ones in the fluctuation season.

5.2. Recommendation

Refers to the implementation of Star-Egg business in the first four months, here are things pointed out as recommendations, especially for parties that will likely run in a similar or even the same field.

1. Marketing

- a. Determining the pricing strategy that suits the firm objective by considering external factors

As Star-Egg intended to attract new potential customers and wholesalers/distributors, pricing penetration was the most suitable pricing strategy. Star-Egg set the price lower than the other competitor, in which the writer took a slight profit but targeted mass quantities. However, to determine the price, the writer considered factors, especially the one that could not be predicted, such as the fluctuation of chicken feed, which affect the overall cost.

b. Balancing the pull and push marketing strategy

The writer recommends using both push and pull strategies. As its name suggests, the push strategy planned to encourage customers or wholesalers/distributors to sell the producer's products could be by direct selling, etc. On the other hand, the pull strategy will be done by digitalization to create interaction among end-user customers, wholesalers, distributors, and any potential buyers, to the manufacturers.

c. Optimizing the utilize of social media

Platforms such as Instagram, TikTok, and Facebook will give many advantages in branding and engagement and create trust in the potential buyer.

d. Choosing the suitable and safety shipping

When deciding to operate a business that involves a fragile product, it is crucial to consider the safety and protection of the ship. In the context of eggs already packaged with plastic packaging containing ten pcs, the suitable outer packaging is a solid container, such as baskets or crates. This could be filled with clean and odorless rice husks, wheat chaff, or chopped straw to reduce the possibility of shell damage.

2. Financial

a. Conducting a basic accounting and financial statement

The recording will help understand the business's financial position and could be the basis for consideration for decision-making.

3. Human Resource

- a. Forming a clear job description and deliver it to the team

A clear job description, with the elements, is a crucial tool to minimize the overlaps of jobs that likely happen in the new business.

4. Operations

- a. Gaining a partnership with suitable parties using a contract system
- b. As a business that is entering a B2B market, mass production is required.

The production process could be aligned with potential partners and layered chicken farmers in this context to reduce the cost. A contract system will bind the partnership. The contract should include the agreement that all crops will be sold to the first party, Star-Egg.

- c. Seeking alternative raw materials that are likely to face fluctuation

If a similar business usually purchases the factory chicken feed due to its simplicity and small production, shifting it to the manual mixture could be one of the solutions. The mixture contains maize, polish (*bekatul*), and concentrate. In the final calculation, it costs lower in large quantities, rather than factory chicken feed.

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APPENDICES

Appendix 1
Business Progress Report

1.1.Month-I

Table 1 Month I Business Activities Report

Date	Time	Business Activities	Problem	Solution	PIC
WEEK 1					
01-Aug	Morning	Production : This is week-19; that is already being fed from April 2021) that the chicken finally produced the egg	The egg yolk color is not orange enough for the omega-3-enriched egg	Add the salmon extract to the chicken feeds to add the omega-3 content	Production Team (drh. Suwarsono)
	Morning	Monitoring the production result	The production rate haven't reached the peak production yet (still 5%)	Keep monitoring the production continously every day because theoritically, the production will increase	Production Team (drh. Suwarsono)
	Noon	Order the salmon extract	Already found the seller in Shopee	The extract is already ordered and in the process of delivering	Production Team (drh. Suwarsono)
05-Aug	Noon	The salmon fish extract already being delivered	The salmon fish extract is ready to be tried in feed	The extract will be tried in the next today production	Production Team (drh. Suwarsono)

	Noon	The salmon fish extract is added into the chicken feed	The extract is already being added	The result will try to be seen in the next production	Production Team (drh. Suwarsono)
WEEK 2					
There is no significant problem and activities because in this week, we still try to find out the result of the egg yolk production after being added with salmon extract					
WEEK 3					
19-Aug	Morning	Monitoring the result of the egg after being added with salmon extract	The egg yolk color is orange enough for the production Team standard of omega-3-enriched egg	The trial is succeeded and the production will be continued using the mixture of chicken feeds and salmon extract	Production Team (drh. Suwarsono)
20-Aug	Morning	Monitoring the production result before deciding to sell the egg to customers	The egg yolk is good	The trial will keep monitoring until the next four weeks	Production Team (drh. Suwarsono)
WEEK 4					
23-Aug	Morning	Monitoring the production result before deciding to sell the egg to customers	The production rate keep increasing from the week-19 (approximately 35%; increase from 5%)	The trial will keep monitoring until the next three weeks	Production Team (drh. Suwarsono)

1.2. Month-II

Table 2 Month II Business Activities Report

Date	Time	Business Activities	Problem	Solution	PIC
WEEK 1					
01-Sep	Morning	Monitoring the production result before deciding to sell the egg to customers	The production rate keep increasing from last week (approximately 45%; increase from 35%)	The trial will keep monitoring until the next two weeks	Production Team (drh. Suwarsono)
WEEK 2					
06-Sep	Morning	Monitoring the production result before deciding to sell the egg to customers	The production rate keep increasing from last week (approximately 51%; increase from 45%)	The trial will keep monitoring until the next week	Production Team (drh. Suwarsono)
10-Sep	Morning	Monitoring the production result before deciding to sell the egg to customers	The production rate keep increasing from the previous production (approximately 56%; increase from 51%)	The trial will keep monitoring until the next week	Production Team (drh. Suwarsono)
WEEK 3					
12-Sep	Morning	Monitoring the result of the egg after being added with salmon extract)	The egg yolk color is orange enough for the production Team standard of omega-3-enriched egg	The trial is succeeded and the production will be continued using the mixture of chicken feeds and salmon extract	Production Team (drh. Suwarsono)

13-Sep	Morning	Production (Monitoring the production result before deciding to sell the egg to customers)	The production rate keep increasing from last week (approximately 66%; increase from 56%)	The production rate is quiet good and will keep continoung until the peak rate production	Production Team (drh. Suwarsono)
15-Sep	Morning	Cconcepting the design sticker for packaging	Looked for vendor	Vendor already got in Agung Digital Printing, Babarsari, Yogyakarta	Production and Marketing Team (drh. Suwarsono and Astrid)
WEEK 4					
19-Sep	Morning	Production (Keep monitoring the production result before deciding to sell the egg to customers)	The egg yolk is good	The production rate is quiet good and will keep continoung until the peak rate production	Production Team (drh. Suwarsono)
20-Sep	Morning	Printing the sticker for packaging	There are several minor revision for the sticker, but didn't really influence the information	Will revise the design to be printed when recent stickers is out of stock	Marketing Team (Astrid)
	Morning	Production (Keep monitoring the production result before deciding to sell the egg to customers)	The egg yolk is good	The production rate is quiet good and will keep continoung until the peak rate production	Production Team (drh. Suwarsono)
21-Sep	Morning	Production (ordered the egg plastic packaging contain 10)	Looked for vendor	The vendor already got from Shopee with affordable prices	Production Team (drh. Suwarsono)

22-Sep	Morning	Production (Keep monitoring the production result before deciding to sell the egg to customers)	The egg yolk is good	The production rate is quiet good and will keep continouing until the peak rate production	Production Team (drh. Suwarsono)
	Noon	Made a file contain the product knowledge of Star-Egg, adressed to clients or soon-to-be reseller	The design was made by internal team only and did not involve designer from external party so the design was made in simple only	Using third-parties app that is beginner-friendly (re: Canva)	Marketing Team (Astrid)
23-Sep	Morning	Production (Keep monitoring the production result before deciding to sell the egg to customers)	The egg yolk is good	The production rate is quiet good and will keep continouing until the peak rate production	Production Team (drh. Suwarsono)
	Noon	Revision of the file that previously made	Needs some added informations regarding the product knowledge	Adding information from Production Team	Marketing Team (Astrid)
24-Sep	Morning	Production (Keep monitoring the production result before deciding to sell the egg to customers)	The egg yolk is good	The production rate is quiet good and will keep continouing until the peak rate production	Production Team (drh. Suwarsono)

	Noon	First trial to upload the poster of the product for the first time	Public respond that receive the message through our marketing strategy is good but the order still need to be increased more	Will try to advertise it in Facebook Marketplace and more focus on looking for resellers	Marketing Team (Astrid)
25-Sep	Noon	Make a discount strategy Rp 20,000 from Rp 25,000 to direct customers (non reseller)	Public respond is quite good but the order still need to be increased more	Will try to expand the advertisement through media social	Marketing Team (Astrid)
WEEK 5					
26-Sep	Morning	Production (Keep monitoring the production result before deciding to sell the egg to customers)	The production rate keep increasing (approximately 71%)	The production rate is quiet good and will keep continouing until the peak rate production	Production Team (drh. Suwarsono)
	Noon	Sales (Receiving customer that order 100 packs of eggs)	The quantity of production didn't enough to fulfill the demand	Order to our partnered farmer (Bu Sum); send the 40 packs first, and the rest will be deliver in the next 3 day	Marketing Team (Astrid)

28-Sep	Morning	Production (Keep monitoring the production result before deciding to sell the egg to customers)	The egg yolk is good	The production rate is quiet good and will keep continouing until the peak rate production	Production Team (drh. Suwarsono)
	Noon	Sales (packed the orders that will be delivered tomorrow)	There are not many human resources that handle the orders	Not yet availabe	Marketing Team (Astrid)
29-Sep	Morning	Production (Keep monitoring the production result before deciding to sell the egg to customers)	The egg yolk is good	The production rate is quiet good and will keep continouing until the peak rate production	Production Team (drh. Suwarsono)
	Noon	Delivered the order to the customer	Because of the huge quantity, the products should be packaged more safe	Packaged the product using egg plastic packaging and put it in the box	Marketing Team (Astrid)
01-Oct	Morning	Production (Keep monitoring the production result before deciding to sell the egg to customers)	The egg yolk is good	The production rate is quiet good and will keep continouing until the peak rate production	Production Team (drh. Suwarsono)

	Noon	Sales: supposed to deliver the rest 60 packs of order in 28 September 2021	The customer postponed the order since the previous orders haven't sold out yet	Agreed the request	Marketing Team (Astrid)
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1.3.Month-III

Table 3 Month III Business Activities Report

Date	Time	Business Activities	Problem	Solution	PIC
WEEK 1					
04-Oct	Morning	Received the first reseller (Bu Riningsih)	The reseller request the pay in the back	Accept the request	Marketing Team (Astrid)
	Noon	Received the first reseller (Bu Riningsih) and order 10 packs of eggs	The quantity couldn't fulfill the demand 100%	Negotiate with the reseller to deliver 7 packs and the rest 3 packs will be delivered tomorrow	Marketing Team (Astrid)
05-Oct	Morning	Production (harvesting the chicken and monitoring the production)	Reaching the highest production of all time (95%)	Result for the process of trial and error that is already started in mid May 2021	Production Team (drh. Suwarsono)
	Noon	Sales: Delivering 4 packs to Bu Riningsih	None	None	Marketing Team (Astrid)
06-Oct	Morning	Production (harvesting the chicken and monitoring the production)	Reaching the highest production of all time (95%)	Result for the process of trial and error that is already started in mid May 2021	Production Team (drh. Suwarsono)

	Noon	Received new reseller (Bu Rokhanah) and order 3 pack of eggs	The production could fulfill all of the orders	None	Marketing Team (Astrid)
09-Oct	Morning	Production (harvesting the chicken and monitoring the production)	Reaching the highest production of all time (95%)	Result for the process of trial and error that is already started in mid May 2021	Production Team (drh. Suwarsono)
	Noon	Put on a board in front of house informed about the omega-3-enriched eggs	The neighbors start to be aware about the product	None	Marketing Team (Astrid)
WEEK 2					
11-Oct	Morning	Production (harvesting the chicken and monitoring the production)	Still reaching the highest production of all time (95%)	Result for the process of trial and error that is already started in mid May 2021	Production Team (drh. Suwarsono)
	Noon	Sales: Received orders of 10 packs and 2 kg eggs	The supply is ready for about 8 packs	Negotiate with the customers to be queued in the next production	Marketing Team (Astrid)
12-Oct	Morning	Production (harvesting the chicken and monitoring the production)	Still reaching the highest production of all time (95%)	Result for the process of trial and error that is already started in mid May 2021	Production Team (drh. Suwarsono)
	Noon	Fulfill the previous order	None	None	Marketing Team (Astrid)

	Noon	Sales	None	None	Marketing Team (Astrid)
15-Oct	Noon	Sales: Received orders of 7 packs and 2 kg eggs	The supply is ready for about 7 packs and less than 2 kgs	Negotiate with the customers to be queued in the next production	Marketing Team (Astrid)
16-Oct	Noon	Fulfill the previous order	None	None	Marketing Team (Astrid)
	Noon	Sales	None	None	Marketing Team (Astrid)
WEEK 3					
18-Oct	Morning	Production (harvesting the chicken and monitoring the production)	Still reaching the highest production of all time (95%)	Result for the process of trial and error that is already started in mid May 2021	Production Team (drh. Suwarsono)
	Noon	Sales: Received orders of 10 packs	The supply is ready for about 8 packs	Negotiate with the customers to be queued in the next production	Marketing Team (Astrid)
19-Oct	Noon	Fulfill the previous order	None	None	Marketing Team (Astrid)
	Noon	Sales	None	None	Marketing Team (Astrid)
22-Oct	Noon	Ordered chicken feeds	The price in the market is rising up (chicken feeds indeed fluctuated)	Not yet available and have to follow it	Production Team (drh. Suwarsono)
WEEK 4					
25-Oct	Morning	Production (harvesting the chicken and monitoring)	Still reaching the highest production of all time (95%)	Result for the process of trial and error that is already started in mid May 2021	Production Team (drh. Suwarsono)

		the production)			
	Morning	Try to expand the market by promoting our product to one of the biggest grocery store in our area (Empire Store)	We got compared by the products that the price isn't logic by the calculation of production and almot got rejected	Negotiate with the store and we asked them to try our product first by lowering our price	Marketing Team (Astrid)
27-Oct	Morning	Production (harvesting the chicken and monitoring the production)	Still reaching the highest production of all time (95%)	Result for the process of trial and error that is already started in mid May 2021	Production Team (drh. Suwarsono)
	Noon	Sales: Received orders of 9 packs and 3 kg	The supply is ready for about 8 packs	Negotiate with the customers to be queued in the next production	Marketing Team (Astrid)
28-Oct	Noon	Fulfill the previous order	None	None	Marketing Team (Astrid)
	Noon	Sales	None	None	Marketing Team (Astrid)

1.4.Month-IV

Table 4 Month III Business Activities Report

Date	Time	Business Activities	Problem	Solution	PIC
WEEK 1					
01-Nov	Morning	Production (harvesting the chicken and monitoring the production)	still reaching the highest production of all time (95%)	Result for the process of trial and error that is already started in mid May 2021	Production Team (drh. Suwarsono)

	Noon	Sales	The egg price in the market is rising	Not yet available and have to follow it	Marketing Team (Astrid)
02-Nov	Morning	Production (harvesting the chicken and monitoring the production)	still reaching the highest production of all time (95%)	Result for the process of trial and error that is already started in mid May 2021	Production Team (drh. Suwarsono)
	Noon	Ordered chicken feeds	The price in the market is rising up (chicken feeds indeed fluctuated)	Not yet available and have to follow it	Production Team (drh. Suwarsono)
04-Nov	Morning	Production (harvesting the chicken and monitoring the production)	still reaching the highest production of all time (95%)	Result for the process of trial and error that is already started in mid May 2021	Production Team (drh. Suwarsono)
	Noon	Sales: Received orders of 10 packs	The supply is ready for about 8 packs	Negotiate with the customers to be queued in the next production	Marketing Team (Astrid)
05-Nov	Noon	Fulfill the previous order	None	None	Marketing Team (Astrid)
	Noon	Sales	None	None	Marketing Team (Astrid)
WEEK 2					
07-Nov	Noon	Try to ask Empire Store to repeat order	They compared the price but the price isn't logic in our production calculation	Focus on sell through our old customers first	Marketing Team (Astrid)

09-Nov	Morning	Production (harvesting the chicken and monitoring the production)	still reaching the highest production of all time (95%)	Result for the process of trial and error that is already started in mid May 2021	Production Team (drh. Suwarsono)
	Noon	Sales: Received orders of 10 packs and 2 kg	The supply is ready for about 8 packs	Negotiate with the customers to be queued in the next production	Marketing Team (Astrid)
10-Nov	Noon	Fulfill the previous order	None	None	Marketing Team (Astrid)
	Noon	Sales	None	None	Marketing Team (Astrid)
11-Nov	Morning	Production (harvesting the chicken and monitoring the production)	still reaching the highest production of all time (95%)	Result for the process of trial and error that is already started in mid May 2021	Production Team (drh. Suwarsono)
	Noon	Sales	Our product started to be known by our neighbor around and many people(even non-neighborhood) is repeating orders	The process of starting to embrace people awareness from the bottom	Production Team (drh. Suwarsono) and Marketing Team (Astrid)
WEEK 3					
15-Nov	Noon	Sales: received person that asked to be our reseller	The soon-to-be reseller is located outside Yogyakarta so we couldn't handle the delivery due to the safety matter	Focus on expanding in Yogyakarta area first and offering the option to the soon-to-reseller to pick their self to our	Marketing Team (Astrid)

				home production	
17-Nov	Morning	Production (harvesting the chicken and monitoring the production)	The production rate decrease into 85%	Not yet available	Production Team (drh. Suwarsono)
	Noon	Sales: Received orders of 9 packs and 3 kg	The supply is ready for about 7 packs	Negotiate with the customers to be queued in the next production	Marketing Team (Astrid)
18-Nov	Noon	Fulfill the previous order	None	None	Marketing Team (Astrid)
	Noon	Sales	None	None	Marketing Team (Astrid)
WEEK 4					
21-Nov	Noon	Sales: discussing about reseller	There are several reseller that don't repeat orders	Will try to focus more on advertising it through social media and embrace people awareness about omega-3-enriched egg business	Marketing Team (Astrid)
23-Nov	Morning	Production (harvesting the chicken and monitoring the production)	The production rate is stable in 85%	Not yet available	Production Team (drh. Suwarsono)
	Noon	Sales: Received orders of 9 packs	The supply is ready for about 7 packs	Negotiate with the customers to be queued in the next production	Marketing Team (Astrid)

24-Nov	Noon	Fulfill the previous order	None	None	Marketing Team (Astrid)
	Noon	Sales	None	None	Marketing Team (Astrid)
25-Nov	Morning	Production (harvesting the chicken and monitoring the production)	The production rate is stable in 85%	Not yet available	Production Team (drh. Suwarsono)
	Noon	Ordered chicken feeds	The price in the market is rising up (chicken feeds indeed fluctuated)	Not yet available and have to follow it	Production Team (drh. Suwarsono)

Appendix 2

Example of Job Description Worksheet Applied in Star-Egg

WORKSHEET 2 - JOB DESCRIPTION FORM

JOB TITLE Operational Divison
SUPERVISOR Drh. Suwarsono

1. JOB SUMMARY:

Operational division responsible in producing omega-3-enriched eggs and
ensure the products meet the standard qualifications.

2. JOB TASKS AND RESPONSIBILITIES REGULARLY PERFORMED:

- Feeding the chicken every morning and noon.
- Harvesting the eggs every morning.
- Sorting which products pass the quality control.
- Package the products.
- Purchasing raw materials, stocking, and mixing the chicken feeds.
- Coordinating with marketing team how many packages could be sold in a day.

3. AUTHORITY/DECISIONS MADE AS PART OF REGULAR DUTIES:

- Determining the quality control standard.
- Rejecting eggs that did not pass the control.
- Determining the packaging used to safely package the eggs.

(Source of Worksheet: Dobbin et al, 2021)

WORKSHEET 2 - JOB DESCRIPTION FORM CONT.

4. JOB QUALIFICATIONS:

a. Education Background:

Field Veterinary Number of Years Min. 1 year

Field Farm Number of Years Min. 1 year

b. Experience:

Type Work in a farm Number of Years Min. 1 year

Type _____ Number of Years _____

c. Special Training or Licenses:

d. Physical Requirements:

5. SUPERVISION:

WORKSHEET 2 - JOB DESCRIPTION FORM CONT.

6. WORKING CONDITIONS: Describe the conditions under which the work will be performed—inside, outside, air-conditioned area, etc. Be sure to list any disagreeable or unusual working conditions.

Work Hours: 8 hours Average Hours Per Week: 8 hours

Days Off Per Week: 1 day Holidays Per Year: 12 day

Overtime: Never Seldom Often Pay

Work Environment: Kinship; people that work here would feel the atmosphere of
Family; small group of people.

7. SALARY AND BENEFITS:

Beginning Salary IDR2.000.000 per 3.000 Populations Range _____

Other Benefits: _____
