

CHAPTER I

BACKGROUND

The purpose of establishing Season Juice is to fulfill people's need for healthy drinks containing many vitamins, fibers, and nutrition, especially for people who are busy doing many activities and not paying enough attention to their health. The concept behind Season Juice is inviting people to get a healthy life and 'go back to nature' in consuming natural food and drinks from fruits while making new creative or recipes to make the taste more tempting.

Season Juice will provide fresh juice and mixed juice. The juices will be combined with vegetables, honey, milk and other ingredients, depending on the consumer's demand. To satisfy the consumers, Season Juice will provide a number of fruits, using fruits that are available all year round. Furthermore, a number of other fruits will be provided, based on the season. The menu will be upgraded regularly to always keep the products up-to-date. The consumers will not be disappointed, then, and they will be able to order new varieties of juice from Season Juice's menu.

Vision

- Well-known for its quality and service.
- Can surpass its competitors.

Mission

- Give quality guarantee of the product.
- Frequently update the product.
- Increase amount of sales and open branches in other strategic places.

Season Juice will need a capital requirement of Rp. 117,310,000. It can reach the Break Event Point in 12,553 units. The Break Event Point is Rp. 75,284,848.