

WAGeningen UR

TEMPHTATION

By Sparkling Teampeh
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Outline

1. Market Drivers
2. Product concept
3. Target consumers
4. Industrial feasibility aspects
5. Marketing Strategy
6. SWOT
7. Eco-innovative aspects
8. Conclusion

Market Drivers – Consumer Lifestyle

Health, Fancy, Natural, High Quality

Market Drivers - Niche

Percentage of adult population that can drink milk: 10% to 90%

Product Innovation

Geminated & Fermented Soy Beans

- ✓ Protein Digestibility
- X ANF
- ✓ Mineral Bioavailability
- ✓ Antioxidants
- ✓ PUFA

✓ Fungi : *Rhizopus oligosporus*

Tempeh MILK

Product Innovation

- ✓ no preservatives
- ✓ no refrigeration¹
- ✓ up to 10 days²
- ✓ 100% renewable packaging

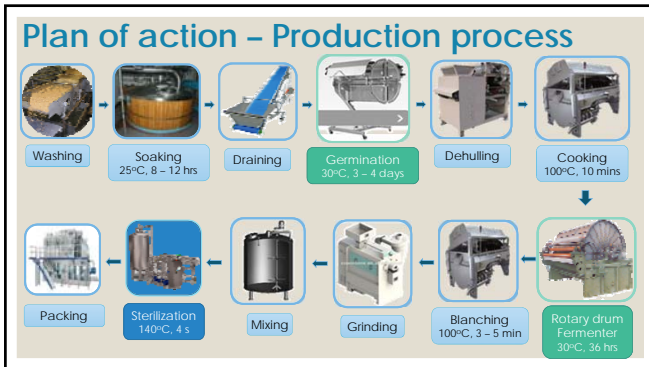
¹ Until opened
² After opening

Breakfast, Lunch, Cold & Refreshing

Dia 4

MP2 pic higher and add soybean pic

Marie-Luise Puhlmann; 3-6-2015



Target consumers

- **Asian:** Hongkong, Thailand, Singapore, China
 - ✓ **Top 4 countries:** highest consumption of soy beverages
- Modern consumers demanding healthy products: **diet modernization**
 - ✓ Age **23-40** years old class
 - ✓ **Middle to upper** income
 - ✓ Awareness: - *healthy* lifestyle
- *sustainable* lifestyle

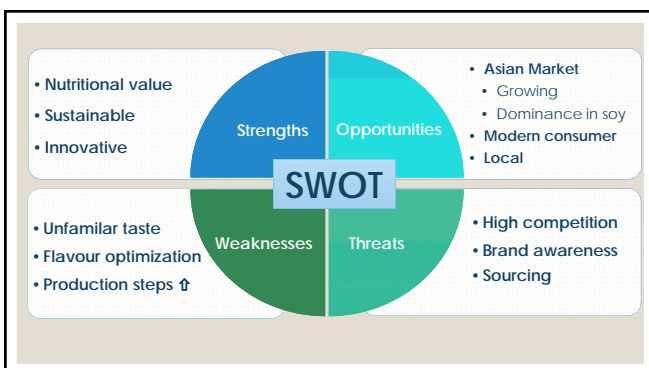
Industrial feasibility

- ✓ Consumption of soy milk: 17 L/year.capita
- ✓ Citizens of Hongkong: 7,180,000 people
- ✓ Demand: 122,128,000 L/year
- ✓ Penetrate 15% of soy milk market → Tempeh milk
- ✓ Production capacity 18,319,200 L/year

- Break Even Point: 39.8%
- ROI: 38.3%
- Payback Period: 3.3 years

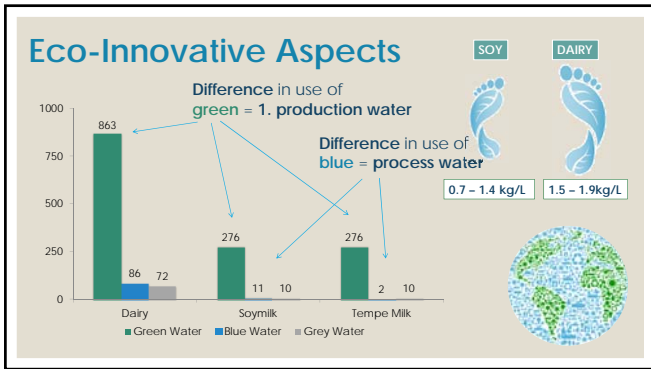
Marketing strategy

- Product**
 - Nutritious (Minerals, Antioxidants etc.)
 - Significant **waste reduction**
- Price**
 - HK milk price: US\$ 2.18 – 3.22/L
 - HK soy milk price: US\$ 1.29 – 1.87/L
 - Tempeh Milk: US\$ 1.30/L
- Place**
 - Supermarkets, Convenience Stores
 - Canteens
- Promotion**
 - Social Campaign on health benefits of Tempeh
 - Electronic advertisement



Eco-Innovative Aspects

- Use **locally** grown soy
- Use **all** raw material - **No waste** -
- Use **less** water & energy
- ✓ Soy is already **rooted** to Asian Culture
- ✓ **Starting awareness** → demand sustainable products on Asian market



Conclusion

- ✓ Temptation is a natural, healthy, profitable and sustainable product!

Temptation

- ✓ *Grab the Healthiness!*
- ✓ *Feel the Freshness!*
- ✓ *Be TEMPTING!*

Thank you for your attention 😊

Questions?
Ideas?
Suggestions?
Advices?

Nutritional Value

	Tempeh Milk	% daily value	Soy Milk	% daily value
calories	47 g		54 g	
calories from fat	13 g		16 g	
total fat	1.6 g	2	2 g	3
saturated fat	0 g	0	0 g	0
trans fat	0 g		0 g	
cholesterol	0 g	0	0 g	0
sodium	73 mg	3	51 mg	2
total carbohydrate	6 g	2	6 g	2
dietary fiber	0 g	0	0 g	0
sugars	5 g	6	4 g	4
protein	3 g		3 g	

