

## A. Executive Summary and Background

### 1. Executive Summary

"Zilotus immunostilumus". Is an infused water beverage that can boost the immune system. In this COVID-19 pandemic where the vaccine is still being distributed optimally, the best way is increasing the body's immunity. One of them is by consuming beverage that contain active compounds to increase immunity. Zilotus made by natural ingredients that can actively increase the body's immunity. Zilotus is sale on IDR 8000/ bottle for 350ml.

### 2. Background

In early 2020, COVID-19 was detected in Indonesia. The government policy to reduce positive cases of COVID-19 has been issued. But it's still not giving satisfactory results. Until now, the most recommended action to reduce positive cases of COVID-19 is preventive action by complying with health protocols. COVID-19 is classified as a group of viruses that cause respiratory and digestive tract infections in humans (Cucinotta and Vanelli, 2020). The severity of infection in the sufferer is largely determined by the ability of the virus to overpower the immune response in the infected human's body. Immune system damage causes SARS-CoV-2 to continue for replicate and damage body tissues (Li, et al., 2020). Several cases showed that people who recover from Covid 19 have good antibodies. Therefore, we are "Treefused", which is a business engaged in the beverage and healthy food industry, creates stimulant drink products under the "Zilotus" brand.

Zilotus consists of three main ingredients, there are ginger (*Zingiber officinale*), turmeric (*Curcuma longa*), and lemongrass (*Cymbopogon citratus*). Ginger (*Zingiber officinale*) contains active compounds that have anti-inflammatory and antioxidant properties (Li, et al., 2020). The next basic ingredient is turmeric (*Curcuma longa*) contains curcumin compounds which can increase the immune system against pathogenic attacks (Shan, et al, 2018). The last basic ingredient is lemongrass (*Cymbopogon citratus*) contains secondary metabolite compounds in the form of phalvonoid, phenolic, terpenoids which function as antioxidants and antibacterials (Panggabean, 2016). The combination of active compounds that contained in the basic

ingredients of "Zilotus" are expected to increase the body's immunity, so that it would be a preventive action if viruses and bacteria attack.

## B. Company Description



**Picture 2. 1 Treefused Label**

Treefused is a business that operates in health water infused made from 100% natural ingredients, hygienically processed and packaged to produce the highest quality health drink products. The product of this Treefused business is "Zilotus Immunostilumus". Is an infused water that can boost the immune system.



**Zilotus**

**Picture 2. 2 Product and Zilotus Label**

Zilotus production process in plastic bottles. It consists of the process of preparation, production, sterilization, packaging and distribution, as well as sustainability of environmentally friendly packaging.

## C. Market Analysis

Zilotus by Treefused has a high market opportunity by considering the development of the packaged beverage healthy lifestyle nowadays. Based on a survey conducted by Nielsen's New Global Health and Ingredient-Sentiment Survey in 2018, in Indonesia there are more than 70% of people who have adopted a healthy lifestyle in consuming food or drink. Here is an STP (Segmenting, Targeting, Positioning) analysis of the Zilotus business:

<i>SEGMENTING</i>	<i>TARGETING</i>	<i>POSITIONING</i>
<b>Psychography:</b> Peoples who want to do a healthy lifestyle.	People range of age 7-60 years.	The beverages made from Indonesian germplasm which functions as an immune booster
<b>Demographics:</b> Men and women in all ages.	College students and society of healthy lifestyle.	
<b>Geographical:</b> Peoples in urban areas.		

The challenge for Treefused products is to continue to growing and being favourite beverage in Malang City and all over Indonesia especially. Then we going to plan to export our product too. This is part of a real contribution helping local agricultural commodities rising that can compete with professional industrial products.

#### D. Product and Service

Here is a SWOT analysis of the Zilotus product:

<i>STRENGTHS (S)</i>	<i>WEAKNESS (W)</i>
<ul style="list-style-type: none"> <li>a. A beverage made from natural ingredients of Indonesian germplasm without using preservatives</li> <li>b. Using technology "Sterilization process" which is have a modern packaging.</li> <li>c. Offered is economical price and can be reached by all levels of society.</li> <li>d. Unique and practical packaging for easy portability.</li> <li>e. Marketing by online on social media and strategically located.</li> <li>f. Have a Standard Operating Procedures in production</li> </ul>	<ul style="list-style-type: none"> <li>a. The packaging bottle is made of plastic.</li> <li>b. Lack of Human Resources (HR).</li> <li>c. Limited storability.</li> </ul>
<i>OPPORTUNITIES (O)</i>	<i>THREAT (T)</i>
<ul style="list-style-type: none"> <li>a. Modern lifestyle that tends to live instant consumption.</li> <li>b. Greenhouse building on university can be open investment cooperation opportunities with outside investors.</li> <li>c. Has a Social Media account with 760 followers per May 2020.</li> <li>d. The taste of the product that can be enjoyed by all ages range.</li> <li>e. Have partners who supply product materials.</li> <li>f. Increasing the quality value of Indonesian germplasm.</li> </ul>	<ul style="list-style-type: none"> <li>a. Many competitors that developed similar products.</li> <li>b. The market share is already have by the existing beverage industry.</li> </ul>

## E. Marketing Sales

The product marketing strategy "Zilotus" is to be done by omnichannel marketing, which combines offline and online marketing systems,

<b>OFFLINE</b>	<b>ONLINE</b>
<b>Event for Potential Consumer</b> Participate in activities / exhibitions of herbal products or healthy beverages.	<b>Online Advertising</b> Advertising product through the social media advertise such as google ads.
<b>Direct Selling</b> Selling directly to potential customers with a personal approach	<b>Creating a Website</b> Marketing products through online sales on the website in order to increase consumer confidence.
<b>Partnership</b> Work with partners on reseller or consignment basis to reach market expand.	<b>Sosial Media</b> Marketing is also done by maximizing social media like Instagram.

## F. Budget Plan and Funding

To ensure the success of the "Treefused" business, it is necessary to looking at from a financial aspect. Several factors of consideration are estimated investment requirements, estimated working capital, estimated income, estimated production costs, estimated profits, and pay back period.

### a. Estimated Initial Business Investment Needs

**Table 1. Estimated Initial Business Investment Needs**

Types of Investments	Investment Value
Purchase Of Equipment	IDR 5,000,000
Purchase Of Raw Materials	IDR 19,200,000
Purchasing The Machine Refrigerator	IDR 4,000,000
Employees	IDR 5,760,000
Legality Of Business	IDR 1,200,000
Cost Water, Electricity And Telephone	IDR 2,000,000
Advertising Costs	IDR 3,000,000
<b>Total</b>	<b>IDR 45,920,000</b>

From the initial investment estimates above, the source of funding used in this business is 15% of own capital and 85% of grant funds from activities.

### b. Proportion of Financing

**Table 2. Proportion of Financing**

Funding Sources Funding Value	Funding Sources Funding Value
15% Own Capital	IDR 6,888,000
80% of the Grants	IDR 39,032,000

## c. Estimated Cost of Production

**Table 3. Estimated Cost of Production**

No	Name	Volume	Price	Total
1.	Material	Kg	IDR 151,000	IDR 151,000
2.	Bottle + label	Fruit	IDR 130,000	IDR 130,000
3.	Employee salary	Day	IDR 15,000	IDR 60,000
	<b>Total</b>			<b>IDR 341,000</b>

Cost of Production (COGS) per 100 product Zilotus is IDR 341,000.00, so the COGS per bottle is 3,410 with a selling price of IDR 8,000 / bottle. So that the Treefused business gets a gross profit of Rp. 4,590 / bottle (57% of COGS). Break Event Points (BEP) are obtained per 100 Zilotus products, namely the BEP Price is IDR 3,410 and Production BEP is 43 units. This means that the business does not lose or profit when it succeeds produces 43 units of product at a price of Rp. 3,410.00.

## G. Appendix

The combination of active compounds contained in the basic ingredients of "Zilotus" is expected to be able to increase the body's immunity, so that it can be a preventive action against invading viruses and bacteria. The presence of this business also supports the achievement of Sustainable Development Goals, especially point 3, namely Good Health and Well being.

## Referencess

- Cucinotta, D. and Vanelli, M., 2020. WHO declares COVID-19 a pandemic. *Actabio-medica: Atenei Parmensis*, 91(1), pp.157-160.
- Li, X., Geng, M., Peng, Y., Meng, L., & Lu, S. 2020. Molecular Immune Pathogenesis and Diagnosis of COVID-19. *J Pharm Anal.* 104(3): 51-246.
- Panggabean, A.S., 2016. Pemanfaatan Tumbuhan Serai Wangi (*Cymbopogon Nardus* (L.) Rendle) Sebagai Antioksidan Alami. *Jurnal Kimia Mulawarman*, 10(2).
- SHAN, C.Y. and Iskandar, Y., 2018. Studi kandungan kimia dan aktivitas farmakologi tanaman kunyit (*Curcuma longa* L.). *F armaka*, 16(2).

## APPENDIX

### Appendix 1. Business activities

#### a. Product



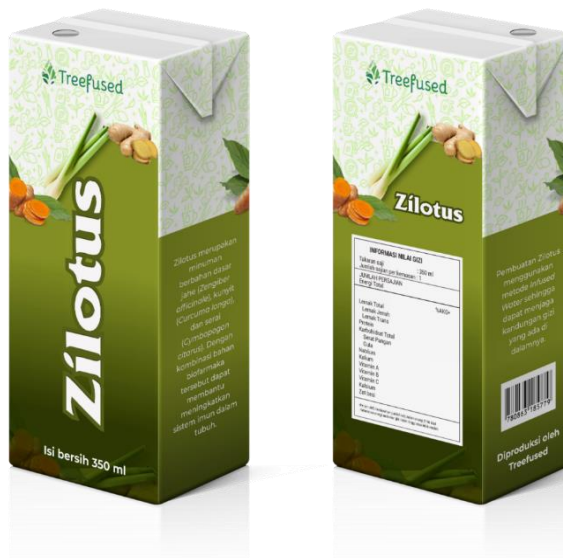
**Figure 1.** Front Look



**Figure 2.** Back View



**Figure 3.** Bottle Label



**Figure 5.** Tetra Pak Carton Packaging





**Figure 5.** Production Activities

b. Production Center Address (Maps)

The production location is Jalan Semarang No.5 Summersari Subdistrict, Lowokwaru Subdistrict, Malang City Postal Code 65145, precisely at the FMIPA UM green house.



**Figure 5.** Location on Maps

## c. Production Room



## d. Production Equipment Development





## e. FMIPA UM Green House



## f. Product Testimonials



## g. Exhibition Event



## Appendix 2. Legality

### a. Micro Small Business License



#### PEMERINTAH REPUBLIK INDONESIA

#### IZIN USAHA

##### (Izin Usaha Mikro Kecil)

Berdasarkan ketentuan Pasal 31 Peraturan Pemerintah Nomor 24 Tahun 2018 tentang Pelayanan Perizinan Berusaha Terintegrasi Secara Elektronik, untuk dan atas nama Menteri, Pimpinan Lembaga, Gubernur, Bupati/Walikota, Lembaga OSS menerbitkan Izin Usaha berupa **Izin Usaha Mikro Kecil (IUMK)** kepada:

Nama Pemilik Usaha	: MUTIA ANANDA
Nomor Induk Berusaha	: 0220200661725
Alamat Pemilik Usaha	: JL. CENGGER AYAM PESANTREN NO.5, Kel. Tulusrejo, Kec. Lowokwaru, Kota Malang, Prov. Jawa Timur
Nama Usaha	: Treefused
Kode KBLI	: 11090
Nama KBLI	: INDUSTRI MINUMAN LAINNYA
Alamat Usaha	: Jl. Semarang No. 5, , Kel. , Kec. Lowokwaru, Kota Malang, Prov. Jawa Timur

IUMK berlaku untuk melakukan kegiatan usaha baik produksi maupun penjualan barang/jasa dan berlaku sebagai izin lokasi usaha sesuai ketentuan perundangan.

Izin Usaha Mikro Kecil (IUMK) berlaku efektif sejak tanggal dikeluarkan.

Apabila di kemudian hari ternyata terdapat kekeliruan dalam Keputusan ini, maka akan dilakukan perbaikan sebagaimana mestinya

Tanggal Terbit Izin Usaha : 12 Juni 2020



*Dokumen ini diterbitkan melalui Sistem OSS atas dasar data dari pelaku usaha. Kebenaran dan keabsahan atas data yang ditampilkan dalam dokumen ini dan data yang tersimpan dalam Sistem OSS menjadi tanggung jawab pelaku usaha sepenuhnya.*

## b. Business Identification Number



### PEMERINTAH REPUBLIK INDONESIA

#### NOMOR INDUK BERUSAHA (NIB)

**0220200661725**

Berdasarkan ketentuan Pasal 24 ayat (1) Peraturan Pemerintah Nomor 24 Tahun 2018 tentang Pelayanan Perizinan Berusaha Terintegrasi Secara Elektronik, Lembaga OSS menerbitkan NIB kepada :

Nama Pemilik Usaha	: MUTIA ANANDA
Nomor KTP	: 3573054109990002
NPWP Pemilik Usaha	: 938969847647000
Nama Usaha	: Treefused
NPWP Usaha	: 938969847647000
Alamat	: JL. CENGGER AYAM PESANTREN NO.5, Kel. Tulusrejo, Kec. Lowokwaru, Kota Malang, Prov. Jawa Timur
Kode dan Nama KBLI	: 11090 - INDUSTRI MINUMAN LAINNYA
Akses Kepabeanan	: -
Kekayaan Bersih	: Rp 17.500.000 ( <i>TujuhBelas Juta Lima Ratus Ribu Rupiah</i> )

1. NIB merupakan identitas Pelaku Usaha dalam rangka pelaksanaan kegiatan berusaha dan berlaku selama menjalankan kegiatan usaha sesuai ketentuan peraturan perundang-undangan.
2. NIB adalah bukti Pendaftaran Penanaman Modal/Berusaha yang sekaligus merupakan pengesahan Tanda Daftar Perusahaan dan hak akses kepabeanan.
3. Lembaga OSS berwenang untuk melakukan evaluasi dan/atau perubahan atas izin usaha (izin komersial/operasional) sesuai ketentuan perundang-undangan.
4. Seluruh data yang tercantum dalam NIB dapat berubah sesuai dengan perkembangan kegiatan berusaha
5. Apabila di kemudian hari ternyata terdapat kekeliruan dalam Keputusan ini, maka akan dilakukan perbaikan sebagaimana mestinya

Diterbitkan tanggal : 12 Juni 2020

Oleh: Badan Koordinasi Penanaman Modal



*Dokumen ini diterbitkan melalui Sistem OSS atas dasar data dari pelaku usaha. Kebenaran dan keabsahan atas data yang ditampilkan dalam dokumen ini dan data yang tersimpan dalam Sistem OSS menjadi tanggung jawab pelaku usaha sepenuhnya.*

## C. Statement of Capability in Environmental Management and Monitoring



### PEMERINTAH REPUBLIK INDONESIA

#### SURAT PERNYATAAN KESANGGUPAN PENGELOLAAN DAN PEMANTAUAN LINGKUNGAN HIDUP (SPPL)

Kami yang menyatakan di bawah ini :

Nama : MUTIA ANANDA  
Nomor Induk Berusaha : 0220200661725  
Nomor Telepon : 081330019862

Selaku penanggung jawab atas pengelolaan lingkungan dari :

Nama Usaha : Treefused  
Alamat : Jl. Semarang No. 5,  
Desa/Kelurahan : Sumbersari  
Kecamatan : Lowokwaru  
Kabupaten/Kota : Kota Malang  
Provinsi : Jawa Timur  
Kode>Nama KBLI : 11090 - Industri Minuman Lainnya

Pada prinsipnya bersedia untuk dengan sungguh-sungguh untuk melaksanakan seluruh pengelolaan dan pemantauan dampak lingkungan yang terjadi akibat aktivitas usaha yang dilakukan dan bersedia untuk diawasi oleh instansi yang berwenang.

12 Juni 2020

Yang Menyatakan,



MUTIA ANANDA

*Dokumen ini diterbitkan melalui Sistem OSS atas dasar data dari pelaku usaha. Kebenaran dan keabsahan atas data yang ditampilkan dalam dokumen ini dan data yang tersimpan dalam Sistem OSS menjadi tanggung jawab pelaku usaha sepenuhnya.*



## d. Domicile of Business Letter



**PEMERINTAH KOTA MALANG  
KECAMATAN LOWOKWARU  
KELURAHAN SUMBERSARI**

Jl. Bend Sigura-gura 31 Telp. 0341-577940 Faks. 0341-577940  
<https://kelsumbersari.malangkota.go.id> e-mail: [kel-sumbersari@malangkota.go.id](mailto:kel-sumbersari@malangkota.go.id)

**MALANG** Kodepos 65145

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**SURAT KETERANGAN DOMISILI USAHA**  
Nomor: 563/29/35.73.05.1005/2019

Yang bertanda tangan dibawah ini Lurah Kelurahan Sumbersari, Kecamatan Lowokwaru Kota Malang, menerangkan dengan sebenarnya bahwa:

Nama : DHEA PARAMITA  
Tempat dan Tgl. Lahir : MALANG, 03 JULI 1997  
Jenis Kelamin : PEREMPUAN  
Agama : ISLAM  
Pekerjaan : WIRASWASTA  
Alamat : JL. RAYA CANDI II B / 483 RT 8 RW 2  
Kelurahan :  
Kecamatan :  
Kota : MALANG  
Nama Usaha : Treefused

Bahwa berdasarkan Surat Keterangan RT/RW Nomor Pengantar dari RT. 03/RW.04 No. 112/RT.03 /RW.04/SK/VIII/2019 dan surat pernyataan dari yang bersangkutan, tanggal 19 Agustus 2019 Kelurahan Sumbersari Kecamatan Lowokwaru Kota Malang, orang tersebut di atas benar-benar mempunyai Usaha PLUCHEA yang bergerak di Bidang MINUMAN INFUSE WATER DAN DAUN BELUNTAS DARI JERUK NIPIS , yang saat ini berdomisili di Jl. Semarang No. 5 Kota Malang, RT. 3 - RW. 4 Kelurahan Sumbersari Kecamatan Lowokwaru Kota Malang.

Surat keterangan tersebut akan dipergunakan untuk Melengkapi Persyaratan Administrasi Pengujian PSB BPOM. Surat keterangan ini berlaku 6 (enam) bulan terhitung sejak surat dikeluarkan.

Demikian untuk menjadikan periksa dan dipergunakan seperlunya.

Malang, 19 Agustus 2019  
a.n. LURAH SUMBERSARI  
PI SEKRETARIS

Yang Bersangkutan  
  
( DHEA PARAMITA )

  
Pengetahuan  
196312291983032012

e. NPWP Card

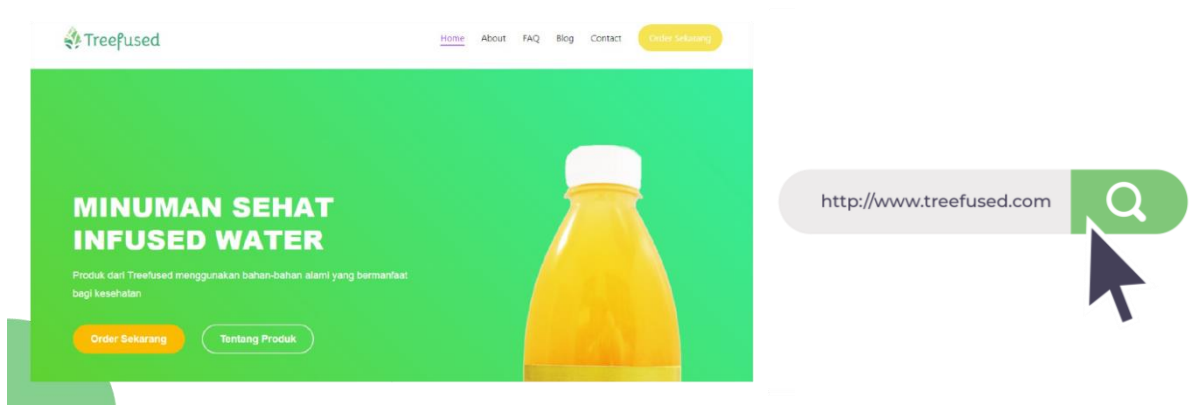


## Appendix 3. Treefused Media

### a. Treefused Instragram (@treefused)



### h. Treefused Website (treefused.com)



## Appendix 3. Nutrition Fact Test

# PT MaxZer Solusi Steril

Nutrition Fact And Food Safety Analysis Laboratory  
Jl. Karya Baraf No.20, Malang 65124, 0341 4373093 (114), www.maxzersteril.com/maxzerlab

## LAPORAN HASIL PENGUJIAN

Nomor LHU/20201116307/01

Minuman Zilotus Immunostimulus

### INFORMASI NILAI GIZI

Takaran saji : 125 ml

#### JUMLAH PER SAJIAN

Energi total : 50 kkal Energi dari lemak : 0 kkal

		%AKG*
Lemak total	0 gram	0%
Protein	0 gram	0%
Karbohidrat total	13 gram	3%
Vitamin C	10 mg	20%

\* Persen AKG berdasarkan kebutuhan energi 2150 kkal. Kebutuhan energi anda mungkin lebih tinggi atau lebih rendah.

## Appendix 4. Publication News

