

Ginger Drink Extract



BUKTI KOMPETISI BISNIS BANGKOK 2021-
MAHASISWA MM FEB UPI YAI.

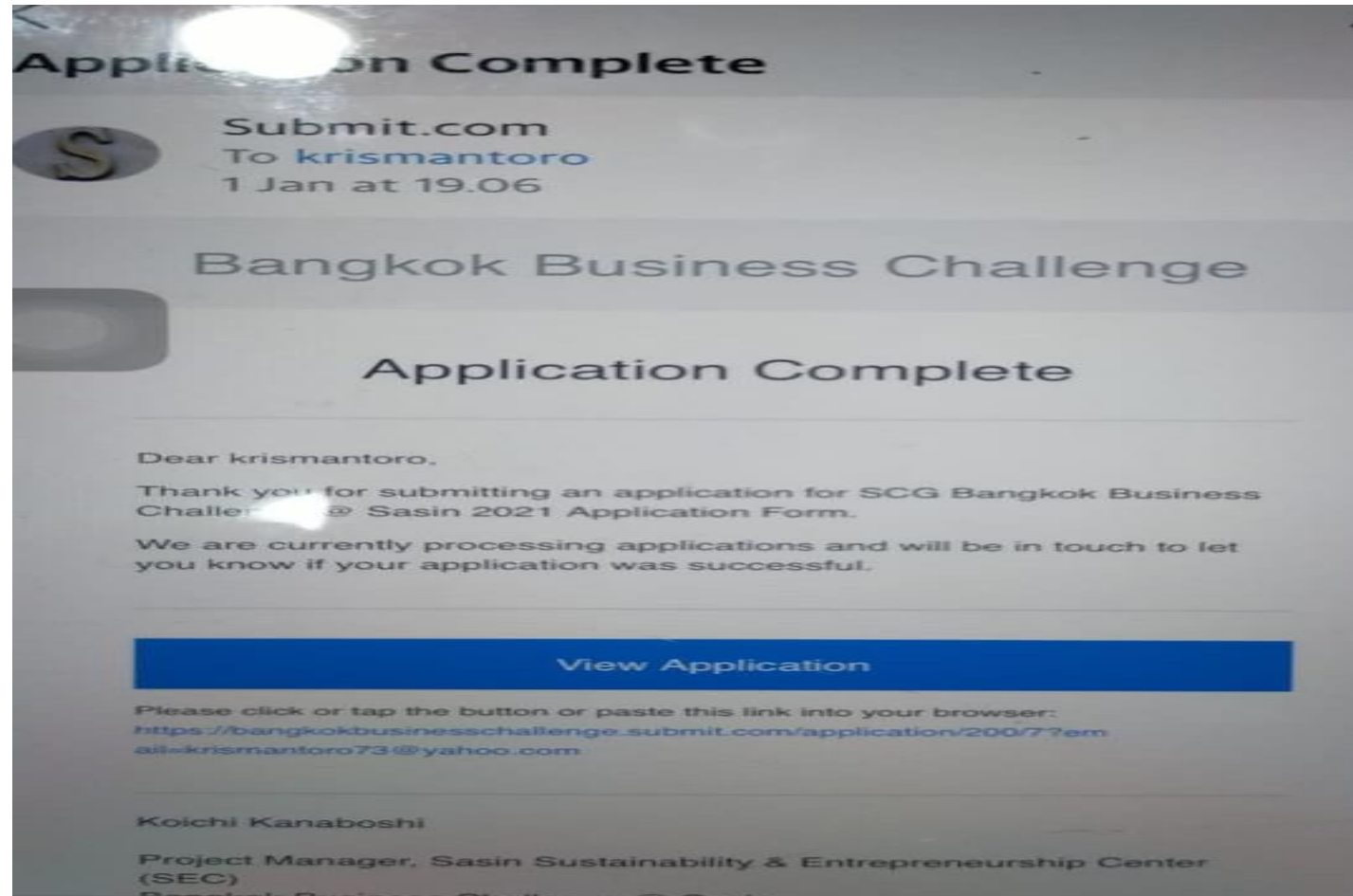
Team Leader : Krismantoro

Member:

- Budi
- Wirawan

Faculty Advisor : Wilhelmus Hary Susilo

APLIKASI KOMPETISI BANGKOK



HASIL KOMPETISI-BBC 2021 FIRST ROUND



Bangkok Business Challenge
To krismantoro73@yahoo.com
Yesterday at 20.49



Dear Applicant,

Thank you for your application, your enthusiasm and effort in bringing innovative products to the world inspires us to carry on our competitions year-by-year. For our current and 19th year, we saw a record-breaking number of applicants, totalling at 242 teams from 64 academic institutions, 26 countries, and 6 continents. The sheer number alone shows the competitiveness of the First Round, and we would like to commend your efforts for applying to our competition.

Unfortunately, your team did **not** qualify for neither of our competitions. We understand that this must be a disappointing result, but we hope that you will continue to develop your venture further despite this unwelcome news.

Sincerely,

BBC Team

Developing the Ginger Drink Extract in Global Pandemic era

LOWERING BLOOD SUGAR

HELPS LOSE WEIGHT

OVERCOMING INFLAMMATION

IMPROVE BRAIN FUNCTION

CALMS THE DIGESTIVE
SYSTEM



Great Team

- Team Leader : Krismantoro
- Member:
 - - Budi
 - - Wirawan
- Faculty Advisor : Wilhelmus Hary Susilo

Utilization With drink extract

easier to consume



people these days tend to prefer the easier things including healthy things

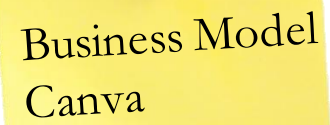
more can be varied



with a variety of variations it make people have many choices to consume it

Executive Summary

- Drinking ingredients made from medicinal plants such as red ginger is believed to strengthen the body's immunity and ward off viruses, especially COVID-19.
- Red ginger is one of the superior types of ginger rhizome plants in Indonesia. Red ginger (*Zingiber officinale* var. *Rubrum*) is a type of plant that is a superior variety because it has a higher content of active compounds than other ginger varieties.
- The content of red ginger, especially gingerol and shogaol, is a compound that is responsible for the immunomodulatory effect to increase human immunity. Apart from that, red ginger also has anti-inflammatory and antioxidant effects.
- In general, the Corona virus has symptoms of excess inflammation of the lungs. With its anti-inflammatory activity, red ginger can relieve these



Business Model
Canva

Customer segment

- all ages (young and senior)
- Restaurant
- Supermarket
- Reseller
- Sells on market place

Value propositions

- bottles or packaging
- halal and guaranteed cleanliness

Key resources

- planting ginger
- Equipment to making ginger into a ready drink

Key partner

- Supermarket
- Social media
- Market place
- Reseller
- By order
- Hotel & restaurant
- ETC

Revenue streams

- proceeds from the sale of ginger extract

Channel

- Social media marketing
- Konvensional marketing

Cost structure

- ginger planting
- Production cost
- water and electricity costs

key activities

- Production
- Packaging
- Marketing

*Thank
you*

HAVE A GREAT DAY!!

