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"YUMMY" Vegetable Chicken Nuggets Business Plan Based on BMC and SWOT Analysis

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Abstract. The food industry is experiencing an increasing demand for nutritious and tasty products aimed at children. However, existing market offerings often fall short in balancing taste and health. There is a lack of business models that successfully integrate nutritional value with the market appeal of products aimed specifically at children. This research aims to design a business model for Vegetable Chicken Nugget, focusing on creating a nutritious and child-friendly product. The proposed business design combines innovative production methods and strategic marketing to address health concerns and consumer preferences. The study introduces a comprehensive business strategy that combines nutrition science with consumer insights, thus ensuring the product's market success. The findings provide a framework for developing food products that meet nutritional standards and market demands, thus potentially influencing the future business model of the food industry.

Keywords: Business Design, Child Nutrition, Nuggets, Food Industry, Marketing Strategy

1 Introduction

The global food industry has undergone a significant transformation in recent years, driven by changing consumer preferences, rising health awareness, and increasing demand for convenient yet nutritious food products. As consumers become more aware of their food choices, the demand for products that offer both taste and nutritional value has increased significantly. In this context, the food sector is faced with the challenge of developing products that fulfill both needs while maintaining economic viability [1]. Among these products, chicken nuggets remain a popular choice, especially among children, due to their convenience and good taste. However, the need to innovate and integrate healthier ingredients into these products has become increasingly urgent due to growing public health concerns over processed foods [2].

As a response to this market dynamic, the "Yummy" brand has emerged as a promising solution by introducing chicken and vegetable nugget products aimed at meeting both taste and nutritional needs. The integration of vegetables into traditionally meat-based nuggets offers a novel approach to improving the nutritional profile of a popular food product without compromising its appeal. This innovation is particularly relevant in today's market, where there is an increasingly health-conscious consumer segment looking for alternatives to conventional processed foods. Furthermore, the addition of vegetables not only increases the nutritional density of these products, but also caters to the dietary preferences of consumers looking to reduce meat consumption without compromising on convenience or flavor [3].

To ensure the successful entry into the market and the sustainability of the "Yummy" brand, a comprehensive business plan is indispensable. This plan should be based on a strong analysis of the market, competition and internal capabilities. Two widely recognized frameworks in business strategy, the Business Model Canvas (BMC) and SWOT analysis, provide valuable tools for this purpose. BMC offers a holistic view of the business model by detailing key components such as value proposition, customer segments, distribution channels, and revenue streams. On the other hand, SWOT analysis allows an in-depth exploration of the internal strengths and weaknesses of the "Yummy" brand, as well as the external opportunities and threats that may affect its success [4].

The Business Model Canvas (BMC) was particularly useful in charting the strategic direction of the "Yummy" nugget business. By detailing nine key elements-value proposition, customer segments, distribution channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure-BMC facilitates a clear understanding of how the business intends to create, deliver, and capture value [5]. This framework enables the "Yummy" brand to align its product development, marketing, and operational strategies with identified consumer needs and market opportunities. In the context of "Yummy" nuggets, the value proposition lies in offering healthy, convenient and delicious food options that appeal to health-conscious

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children and parents.

Complementing the BMC, the SWOT analysis provides critical insights into the internal and external factors that may affect the success of the "Yummy" brand. The strengths of "Yummy" nuggets include an innovative product formulation that combines the health benefits of vegetables with the flavor appeal of chicken nuggets. This dual advantage positions the brand favorably in a competitive market. However, potential weaknesses such as higher production costs due to the use of premium ingredients or challenges in educating consumers about the benefits of these products must be addressed. Opportunities for the "Yummy" brand include capitalizing on the growing healthy food market and expanding into regions with high demand for nutritious convenience foods. Conversely, threats such as intense competition from established brands and fluctuating raw material prices are challenges that need to be overcome [6].

The integration of BMC and SWOT analysis not only helps in the strategic planning of the "Yummy" brand but also provides a structured approach to identifying and capitalizing on market opportunities while addressing potential risks. This framework is critical in guiding the decision-making process, from product development to market placement and beyond. The alignment of business strategy with consumer needs and market trends is critical to the long-term success of "Yummy" nuggets, especially in industries where innovation and adaptability are key drivers of growth [7].

In conclusion, "Yummy" nuggets represent a significant step forward in the evolution of convenient and healthy food products. By utilizing BMC and SWOT analysis, the business plan for "Yummy" is well positioned to navigate the complexities of the food industry and achieve sustainable market success. The subsequent sections of this article will delve deeper into the specific components of the BMC and SWOT analysis, providing a detailed roadmap for the successful launch and growth of the "Yummy" brand in the competitive food market [8].

2 Methods

The research method involved a mixed approach consisting of qualitative and quantitative analysis to assess the market potential and competitiveness of "Yummy" nugget products. Qualitative research was conducted through in-depth interviews with industry experts and a survey of consumers to understand preferences and perceptions towards vegetable-containing nuggets. Quantitative data was collected through an online survey targeting health-conscious consumer segments with young children. SWOT analysis and Business Model Canvas (BMC) were used as the main frameworks to analyze the data obtained, helping in identifying market opportunities and effective marketing strategies. In addition, a comparative study with similar products in the market was used to identify "Yummy's" competitive advantages and potential risks. The data collected was analyzed using descriptive statistics and linear regression methods to provide strategic recommendations.

3 Results and Discussion

3.1 Business Model Canvas (BMC)

Business Model Canvas (BMC) is a management method that uses a visual diagram consisting of nine core elements used to design and implement business models in a more structured and understandable manner [8]. BMC is an effective tool in planning and communicating business ideas clearly to various stakeholders. For example, in the vegetable chicken nuggets business "YUMMY," BMC is used to map out various important aspects such as key partners, key activities, and the value proposition offered. In the Key Partners element, the business works with suppliers, resellers, and provides cashback incentives for purchases through e-money such as Dana and ShopeePay, which shows the flexibility in payment methods offered to consumers.

Furthermore, Key Activities in this business include daily production activities that last around five hours, with a production capacity of up to 15 packs per day. The production process is based on tested recipes, with product marketing being done both online and offline. Value Propositions elements of "YUMMY" nuggets include innovations in raw materials with the addition of carrots and broccoli, the use of practical tinwall packaging, and affordable prices, which are Rp. 20,000 for carrot nuggets and Rp. 22,000 for broccoli nuggets. This innovation allows the product to have more value than other conventional nugget products on the market.

Customer relationships in this business are built through cooperation with resellers, direct purchases both offline and online, and providing discounts at certain events. Resellers play an important role in product distribution, while discounts and promos aim to increase customer loyalty. The market segmentation of "YUMMY" vegetable nugget products includes children to adults with an age range of 5 to 20 years, indicating that this product is designed to meet the nutritional needs of all family members [9]. Thus, these BMC elements support each other in creating value and maintaining business competitiveness in the competitive frozen food market.

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3.2 SWOT Analysis

SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis is a strategic tool used to identify the strengths, weaknesses, opportunities, and threats of the "YUMMY" vegetable chicken nuggets business [10]. The main strength of this product is the combination of the main ingredients of chicken and vegetables which makes it healthier than conventional nuggets. In addition, this nugget is a frozen food product that has a long shelf life, about one year in the refrigerator, making it a practical choice for consumers. The product is also affordable to a wide range of people, with competitive prices in the market.

However, "YUMMY" vegetable nugget products have weaknesses, including being easily copied by competitors and the existence of intense competition in the nugget market. The many variations of nuggets on the market with very competitive prices add to the challenges for this product to survive and grow. Opportunities for this business include adding other vegetable variants as the main ingredient of nuggets and making it a healthy snack option for children who find it difficult to eat vegetables. The broad market, ranging from children to health-conscious adults, also provides significant growth opportunities for this business.

On the other hand, the biggest threat comes from the many competitors from both home industries and large manufacturers that have already dominated the market. Fluctuations in raw material prices, especially chicken meat, are also a threat that can affect the production costs and profitability of this business [10]. Thus, this SWOT analysis provides a comprehensive overview of the condition of the "YUMMY" vegetable nugget business and helps in formulating effective strategies to overcome challenges and take advantage of opportunities.

3.3 Market Analysis and Marketing Strategy

The "YUMMY" vegetable nugget market is aimed at providing a solution for children who do not like vegetables, by presenting nugget products containing vegetables such as carrots and broccoli. The targeted market segmentation includes children to adults, with a particular focus on children aged 5 to 12 years, who are the most likely group to benefit from this product [11]. The product is packaged in practical and attractive packaging, making it more acceptable to the target market. In terms of targeting, the focus is on parents who are looking for ways to ensure their children get enough vegetable intake.

The differentiation of this product lies in the composition of the nuggets that contain not only chicken but also vegetables, which makes them healthier than conventional nuggets. The marketing strategy used by "YUMMY" vegetable nuggets involves a combination of product, price, place, and promotion. Products are marketed with an emphasis on nutritional and health advantages, while the prices offered are quite affordable for various groups of consumers. The place of production and sales is in Tenggulunan Mega Asri Housing, which also serves as a direct sales location, maximizing operational efficiency.

Product promotion is done through various channels, including word of mouth, which has proven to be effective in building consumer trust and a positive image [12]. Social media such as WhatsApp, Instagram, and Facebook are also used intensively to expand marketing reach and increase customer engagement. In addition, direct selling strategies through bazaars and direct sales are also implemented to introduce products to potential consumers and increase sales volume. The combination of these various marketing strategies is expected to increase market penetration and strengthen product positioning in a competitive market.

3.4 Operational Analysis

The operations of the "YUMMY" vegetable nugget business cover various aspects from product design to quality control. The product name was chosen with consideration to reflect the nutritional value and deliciousness offered, while tinwall plastic packaging was chosen to ensure the product remains safe and practical during storage and distribution [11]. The selection of attractive packaging is also part of the marketing strategy to differentiate the product from competitors and attract consumer attention. With a professional design, "YUMMY" vegetable nuggets are expected to compete in the already quite saturated nugget market.

The business location in Tenggulunan Mega Asri Housing was chosen due to its proximity to Sidoarjo city center, which allows easy access for local consumers. Operating a business at home also provides cost benefits, as there is no need to rent a business premises, as well as providing flexibility in the production process. Quality control is a top priority by checking raw materials and final products regularly to ensure that the products reach consumers in the best condition and according to established quality standards [13]. This is important to maintain customer trust and maintain product quality. In addition, operations also include inventory management and production, where raw materials are carefully selected through periodic surveys to ensure consistent quality and availability. Production is carried out daily with planned capacity to meet market demand. With efficient and structured operations, the business is able to keep costs low while still meeting growing consumer demand. This sound operational strategy has enabled the "YUMMY" vegetable nugget business to

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grow and expand to survive in the long term in a competitive market.

3.5 Financial Analysis

The financial analysis of the "YUMMY" vegetable nugget business includes the calculation of fixed costs, variable costs, revenue projections, and break-even point (BEP) analysis. Fixed costs include employee salaries and electricity costs, which total Rp. 1,150,000 per month. Variable costs include the cost of main ingredients such as chicken meat, flour, and supporting ingredients such as carrots and broccoli. For carrot vegetable chicken nuggets, the total cost reaches Rp. 10,575 per pack, while for broccoli chicken nuggets it reaches Rp. 11,825 per pack [14]. This cost calculation is important to determine a competitive selling price while still maintaining a healthy profit margin.

The monthly revenue projection is based on selling 375 packs of nuggets per month, with total revenue reaching Rp. 7,850,000. Meanwhile, total monthly expenses are estimated at IDR 5,334,375, which includes raw material costs and fixed costs. With revenues higher than expenses, the business is projected to earn a profit of IDR 2,515,625 per month. Breakeven analysis shows that to reach BEP, production must reach 122 packs for carrot nuggets and 113 packs for broccoli nuggets, or equivalent to revenue of IDR 2,174,941 and IDR 2,486,486 respectively [15].

This BEP calculation is important in determining the minimum production scale that must be achieved to cover operational costs and ensure the business remains profitable. With a comprehensive financial analysis approach, the "YUMMY" vegetable nugget business can better plan its finances, thereby minimizing financial risks and maximizing potential profits. It also provides a clear picture of the financial health of the business and enables more informed decision-making in planning future expansion or investment.

4 Conclusion

The conclusion of the analysis of the "YUMMY" vegetable chicken nuggets business shows that innovation in the frozen food industry can be a strong draw for an increasingly health-conscious market. By combining chicken meat and vegetables such as carrots and broccoli, the product not only offers the typical deliciousness of nuggets but also the added value of higher nutritional content, making it a healthy alternative for consumers, especially children. The use of Business Model Canvas (BMC) as a business planning tool has helped map out the critical components of the business, from key partners to the value proposition offered. The SWOT analysis also showed that while the business has strengths in terms of product quality and competitive pricing, there are still significant challenges to be faced, such as intense competition in the market and potential fluctuations in raw material prices. A well-integrated marketing strategy, including the use of social media and direct selling, has successfully increased market penetration and built closer relationships with customers. Strategic operational locations and strict quality control ensure that the products produced always meet the expected standards, which in turn can strengthen consumer confidence. From a financial perspective, revenue projections show a favorable profit potential, with Break Even Point (BEP) analysis providing a clear picture of the minimum production scale that needs to be achieved to cover operational costs. With a comprehensive analysis approach and careful planning, the "YUMMY" vegetable chicken nuggets business has good potential to thrive and compete in an increasingly competitive market. However, in order to survive and grow, it is important for the business to continuously innovate, adapt to market changes, and maintain product and service quality. Thus, the long-term success of this business is not only determined by product innovation, but also by the ability to manage various aspects of the business efficiently and adaptively, creating sustainable added value for consumers and all stakeholders.

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