

## **ABSTRACT**

*With increasing public awareness of the importance of healthy and nutritious food, the healthy food business in Indonesia is increasingly promising. This change in mindset creates new opportunities for entrepreneurs to enter increasingly open and growing markets. The aim of this research is to formulate an optimal business strategy for Nutrishot in the market, by identifying opportunities and challenges, analyzing consumer trends and industry developments. In addition, this research aims to ensure long-term growth and profits of Nutrishot.*

*In this research, a qualitative method with a descriptive approach was used. Data was collected from two main sources: first, through observation and interviews to obtain primary data directly; second, by using literature studies to collect supporting secondary data. This approach was chosen to ensure the accuracy and depth of the data in this research.*

*The amount of funding needed and used to implement this Nutrishot chicken breast business project is IDR 675,454,354. The details of the funds consist of investment costs of IDR 54,322,000 and working capital costs of IDR 621,132,354 for the first year of the project. This funding covers all requirements for a complete business start-up and supports the successful operation of the project in the initial stages. In calculating the sensitivity financial analysis of the Nutrishot business, it produces a Net Present Value (NPV) of Rp. 286,815,153. Furthermore, the internal rate of return (IRR) was 75%, the payback period (PBP) was 14 months, and the Profitability Index (PI) was 4.65. Each of these components indicates that running a Nutrishot business is a recommended choice and has the potential to generate optimal profits in the future.*

*Keyword : business plan, business analysis, culinary business*