

ABSTRACT

The healthy food market is one of the fastest-growing sectors in Indonesia, especially for products that are convenient and rich in nutrients, such as snack bars. This business plan focuses on the development of MealBar, a high-fiber snack bar made from millet flour, introduced by RnA Nutrition—a company committed to creating innovative healthy food products using rarely used local ingredients and unique flavor variants. MealBar is designed to help reduce the risk of constipation, which remains a common issue due to low fiber intake among Indonesians. To assess market feasibility, a survey was conducted involving 100 participants aged 19–60 in North Jakarta. The results show high awareness of dietary fiber, with 45% of respondents consuming fruits and vegetables 4–6 times per week. In contrast, snack bar consumption was less frequent, with 36% consuming them 1–3 times per month, predominantly through offline stores. Taste and texture were the most important purchase attributes, identified by 93% of respondents. Product feedback indicates high satisfaction, with consumers appreciating the balanced taste and attractive packaging. However, improvements were suggested in texture and shape. Strategic analyses, including SWOT, TOWS, Porter Five Forces, and competitor benchmarking, revealed MealBar's advantages in dietary fiber content, product uniqueness, and alignment with Indonesia's food diversification initiatives. Overall, the findings demonstrate strong market potential for MealBar and position RnA Nutrition as a promising and investable company, supported by positive ROI and IRR projections. Future efforts should focus on refining product quality, meeting regulatory standards, and strengthening both offline and online marketing strategies.

Keywords: RnA Nutrition, Health, Snack Bars, Healthy Food