



Menarik minat kaum Millenial untuk persusuan Indonesia



NO. 12290000990220 MD. 204112001028



BADAN POM



piaraa.id

RAISING CATTLE WITHOUT HASSELE





@SWEET SUNDAE ID
@ADEMUYGELATO
@ANDROMEDA SINDORO

081-2524-70674
081-2165-70674

WWW.SWEETSUNDAE.ID

Profil Pemilik Usaha

Nama : Andromeda Sindoro S.Pt

Tmp/ tgl lahir : Jakarta 23, Des 1987

**Pendidikan : S1 Fakultas Peternakan
UGM angkatan 2006**

Istri : Yuki Rahmayanti S.Pt
Anak : Arjuna Ramayumeda

Telepon/ WA : 0896 1554 8055/ 0274 885-189

**Alamat Factory : Jl Lemponsari Blok C 18 A
Yogyakarta**

**Alamat Rumah : Jl Menjangan no 16 Pakuncen
Wirobradjan Yogyakarta**



Our Achievement

1st place Berani Jadi Milyarder Metro TV

4th place Wirausaha Bank Indonesia Cetrnal Java Region

Finalist Nasional INOTEK sociopreneur.

Finalist Nasional Wirausaha Muda Mandiri 2016

Awardee Australia Award Scholarship 2017-

2nd place Entrepreneur muda Syariah BANK INDONESIA

Awardee MIHAS EXPO 2018 Malaysia

1st Winner APEC O2O FORUM Pitching competition, Philipine

1st Winner Diplomat Success Challenge X



SEJARAH SINGKAT SWEET SUNDAE



2008 – 2010

Mulai Bisnis, modal dari Lomba dan uang tabungan

Tempat Kerjasama dengan fakultas, lalu sewa di pelem kecut

2014-2016

Menjadi binaan BI Jateng

4th place BI Jateng entrepreneur

1st winner Berani Jadi Milyarder

Finalist WMM 2016 & Finalist Inotek 2016

Pembukaan distributor di IFRA & Pameran MIHAS 2014, Malaysia

Study banding ke Aussie & Support PUM Netherland

Pindah ke tempat Lemponsari
Rebranding
Lulus Kuliah, menikah
Buka cabang di Jakarta pusat
Shifting to Horeca

2011-2013

2ND Winner Entrepreneur muda Syariah BI
MIHAS 2018, Malaysia
1st Winner APEC O2O Forum, Philiphine
1st Winner Diplomat Success Challenge X by Wismilak

2017-2020

**HELPING
DAIRY
FARMER**

3,5 Million Tons

**Indonesia milk
imports**

Rp. 17 Trillion

In a year (2018)



OUR FARM TO TABLE SOLUTION

FARM

FACTORY

SHOP



**Piaraa.id
(2019)**



**Sweet sundae
ice cream
(2008)**



**Ademuygelato
(2016)**



Andromeda
Founder. CEO



Yuki Rahmayanti
Co-Founder



Dian
RnD & QC
manager



Aanisah
Marketing manager



Yulita
Admin & Finance manager



Kriswanto
Operational manager

9 TYPES PRODUCT ALL HORECA NEEDS

Sweet Sundae ICE CREAM

Natural Ice Cream

Natural Gelato

Pasteurized Milk

Natural Ice Cream Powder & Softmix

Greek Yoghurt

Popsicle

Mozzarella Cheese

Customized dairy product

supported by:

BANK INDONESIA

KATILIS UMMI INDONESIA

No. 12140003480916

Contact us:

Sweet Sundae Ice Cream

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@sweetsundaicecream

@ademuygelato

www.sweetsundae.id

Market size



- **Indonesia ice cream consumption**
700 gr/capita/year (kontan. co.id)

- **Indonesia population in total**
265 million

- **Total consumption**

185.500.000 kg/ year





Sweet Sundae ADEMUY FACTORY 3D PLAN





Our vision



“Indonesia’s number one leading dairy company in **market share and **empowering**.”**

Reach us on FB and IG:

@SWEET SUNDAE ICE CREAM

@ADEMUYGELATO

@ANDROMEDASINDORO





***Seberapa Besar
potensi
Indonesia?***

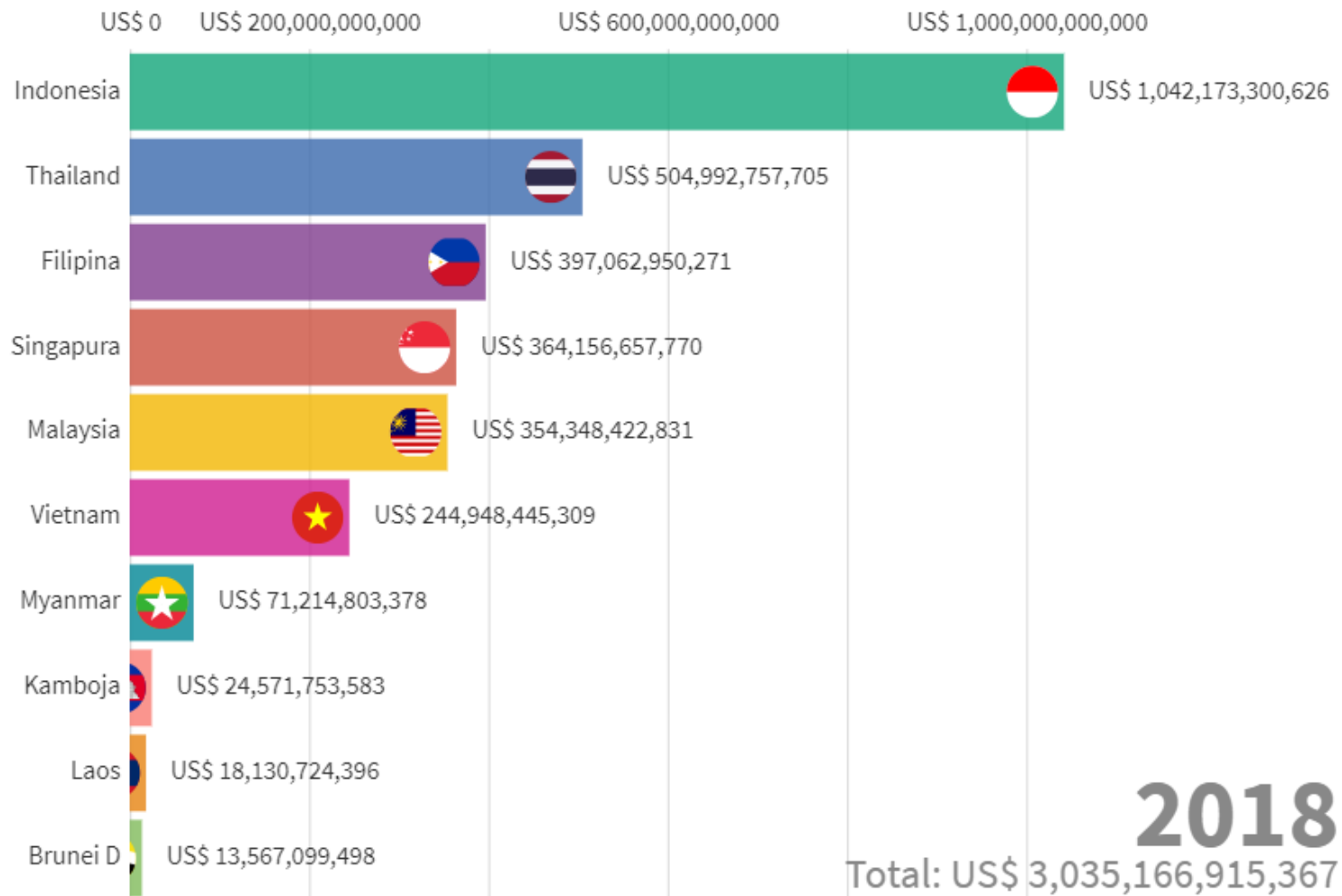


MEA 2016
“PENONTON
ATAU
PEMAIN?”

Ekonomi Indonesia Terbesar di Kawasan ASEAN

PDB Negara-Negara Kawasan ASEAN (1960-2018)

Sumber : World Bank, 2019



2018





Jumlah penduduk dunia

# 	Country (or dependency) 	Population (2020) 	Yearly Change 	Net Change 	Density (P/Km ²) 	Land Area (Km ²) 
1	China	1,439,323,776	0.39 %	5,540,090	153	9,388,211
2	India	1,380,004,385	0.99 %	13,586,631	464	2,973,190
3	United States	331,002,651	0.59 %	1,937,734	36	9,147,420
4	Indonesia	273,523,615	1.07 %	2,898,047	151	1,811,570
5	Pakistan	220,892,340	2.00 %	4,327,022	287	770,880

Current World Population
7,794,076,321

worldometer

How many Countries in the WORLD





**Paling konsumtif
no 16 dunia &
no 1 ASEAN**

	Country ◆	HFCE (millions of USD, nominal) ◆	% of GDP ◆	Year ◆
1	 United States ^[2]	13,321,407	68%	2017
-	 European Union	9,613,986	56%	2017
2	 China	4,697,723	43%	2017
3	 Japan	2,756,598	56%	2017
4	 Germany	1,952,625	53%	2017
5	 United Kingdom	1,724,051	66%	2017
6	 India	1,528,691	59%	2017
7	 France	1,396,436	54%	2017
8	 Brazil	1,303,885	63%	2017
9	 Italy	1,181,424	61%	2017
10	 Canada	954,788	58%	2017
11	 Russia	826,390	52%	2017
12	 Spain	756,975	58%	2017
13	 Mexico	753,475	65%	2017
14	 Australia	752,261	57%	2017
15	 South Korea	736,214	48%	2017
16	 Indonesia	581,992	57%	2017



Kesimpulan :

Kita berada di negara

- a) Terkaya di ASEAN
- b) Jumlah penduduk Terbesar di ASEAN & ke 4 Dunia
- c) Negara paling konsumtif di ASEAN

= **PASAR PALING MENGGIURKAN**



Prospek produk susu

Susu dalam Al quran



Allah Ta'ala berfirman:

وَإِنَّ لَكُمْ فِي الْأَنْعَامِ لَعِبْرَةً نُسْقِيكُمْ مِمَّا فِي بُطُونِهِ مِنْ بَيْنِ فَرْثٍ
وَدَمٍ لَبَنًا خَالِصًا سَائِغًا لِلشَّارِبِينَ

"Dan sesungguhnya pada binatang ternak itu benar-benar terdapat pelajaran bagi kamu. Kami memberimu minum daripada apa yang berada dalam perutnya (berupa) susu yang bersih antara tahi dan darah, yang mudah ditelan bagi orang-orang yang meminumnya."

(QS An Nahl: 66)

Susu dalam Alkitab



Ulangan 11:9 TB

dan supaya lanjut umurmu di tanah yang
dijanjikan TUHAN dengan sumpah kepada nenek
moyangmu untuk memberikannya kepada
mereka dan kepada keturunan mereka, suatu
negeri yang berlimpah-limpah susu dan
madunya.



Olahan susu:

susu pasteurisasi

yoghurt

ice cream

kefir

heavy cream

skim milk

keju

milk chocolate

dll

3 import terbesar susu Indonesia:



- 1. Skim milk powder***
- 2. Anhydrous milk fat***
- 3. Whole milk Powder***

Pangsa pasar susu:



***Hotel
Restaurant
Catering
Café***

modern retail



Hotel

***sarapan
makan siang
makan malam***

***hotel bintang 4 min 200
kamar***



Catering

***setiap sabtu minggu
nikahan***

@1500 porsi



Whole milk powder



HS Code 0402

Rp 10,105,970,000,000/Yr



Keju (cheese):

**Cheddar
Mozarella
Ghouda
Camemberth
Edam
Raclete
Parmesan
dll**



HS Code 0406

Rp 1,182,580,000,000/Yr

***Frozen
Dessert:

ice cream
gelato
dondurma
sorbet
granitas***



HS CODE 2105

Rp 485,548,000,000/Yr



“SWEET SUNDAE – GET YOUR SUNDAE EVERYDAY”

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RAISING CATTLE WITHOUT HASSLE