

Carica
in Syrup

Gemilang



Dari Dataran Tinggi Dieng
Wonosobo



What is Carica?

Carica is a typical fruit originated from Dieng Plateau, Wonosobo, Central Java. This kind of fruit can only produce well at the altitude above 1500 masl. Over and above that, the carica cultivation can only be developed in Dieng Plateau, Wonosobo.

The Benefit of Carica?

Carica is a source of calcium which has an essential benefit to build and maintain strong bones. Besides its unique, fresh, and luscious taste, Carica contains high nutrition such as calcium, vitamins A, C, B complex, E, and other enzymes which are good for our body. Carica is also a great antioxidant source to avoid the free radical effect causes of any certain cancer types.

About Carica Gemilang

Carica Gemilang is sweets carica-in-syrup with premium quality. Our company focuses on producing food since 22 December 2013. Now, our marketing area has covered all around Java, Bali, Sumatra, Kalimantan, and Sulawesi. Our brand, GEMILANG, stands for seGER, Manis, Lezat, and Ngangeni (Indonesian Language) which has literally meaning as fresh, sweet, luscious, and will be missed. Those fresh and tasty taste are made of great quality carica which can only be brought from 5 highest villages in Dieng Plateau above 1500 masl.



VISION

Introducing Carica all over the world as the typical fruit originated from Dieng Plateau, Wonosobo, Central Java.



MISION

1. Being the largest carica producer in this whole world
2. Taking advantage of the great nutrition found in carica as the premium quality sweets-drinking
3. Empowering local farmers and Wonosobo residents livelihoods through Carica industry



Product Strengths

1. Only using selected Carica originated from the 5 highest villages above 1750 masl in the Dieng Plateau
2. Tightly controlled by the international standard Good Manufacturing Practice (GMP)
3. Using 100% hygienic natural pure sugar which is also used as a preservative
4. Never ending improving the manufacturing, marketing, and quality product innovation

Variety Pack



Plastic Cup 125gr
Per pack contains
4, 6, 12, 96 cups



Glass bottle 350gr
Per pack contains 6 bottles



Marketing Planning

Market Condition

Carica is a special fruit which only grows in certain places such as Dieng Plateau, Wonosobo, Central Java whilst the market raises huge potential. Still, 70% of our production distributes in Wonosobo area while 30% of the rest spreads to other cities in Java, Bali, Sumatra, Kalimantan, and Sulawesi. This can be our chance to develop the market and distribute our product. In spite of that, our competitors aren't ready yet entering the wider market.

At the same time, Carica Gemilang is convinced joining this market competition with our products strengths such as having MUI Halal Product Assurance, P.IRT MOH (Ministry of Health) Permit, GS1 Barcode, and Business Entity.

Target Market

Our target markets are people who want to get the taste of Carica premium quality. In order to achieve the target, Carica Gemilang has already applied the targeted distribution strategy by spreading products through the gift shops, restaurant, retail, reseller, distributor, or online agent. Even we are expanding our products overseas.

Production Planning

Product Capacity

Our current production (till May 2019) reaches **700 kg** Carica per day which can be increased **1500 kg** Carica per day. While we can produce Carica-in-syrups around **8.000 – 8.500** cups a day or **200.000** cups per month. This capacity can still be boosted along with the increasing of infrastructure and marketing.



Legality



Adress :

**Ruko Villa Nusa Indah V, Cluster GarudaBlok SA 3 No 56, Kel. Ciangsana
Gunung Putri - Bogor 16968 Indonesia**



+62 811 87 5531