

CASSAVA
LEAF
CHIPS

SiDaun
Keripik Daun Singkong



LPPOM MUI 110123407089
P-IRT NO: 2043273023700-25

Diproduksi oleh / Produced by:
SIDAUN FOOD
Bandung, Jawa Barat - Indonesia



www.sidaun.id

By SiDaun Food
Since 2019
Bandung

Problem & Solution

Usually Farmers who take more profit from the tubers and throw away the leaves which are economically less valuable because they are too many, often these leaves only become their livestock feed.

Likewise in the market, it is not uncommon for cassava leaves to be sold early every morning, which ends up being wasted.

Finally, we were created with a pile of cassava leaves, processing them so that they could be of high quality and competitive products. SiDaun comes as a snack made from leaves including Cassava Leaves, Papaya Leaves, Moringa Leaves and Betel Leaves made without preservatives with a delicious, unique, and high nutritious.

Excess Product



Unsold Product



Waste Product



Our Product

SiDaun
Keripik Daun Singkong Spesial

Why We Chose Leaves :

- Raw materials easy to get
- Cheap raw material prices
- Raw materials always available
- Price is not affected by any turmoil
- Unique and interesting
- Has Variety of benefits



The Benefits of Cassava Leaves :

- Helps the body's metabolism
- Energy sources
- Anti - Oxidant
- Regenerates body cells
- Good for digestion
- Helps to increase blood
- Reducing rheumatic diseases

SiDaun is Healthy, Non-preservative processed food in the form of crispy chips and contains a lot of protein and highly nutritious made from authentic Indonesian Leaves such as Cassava Leaves, Papaya Leaves, Betel Leaves & Moringa

Market Size

35 %

Old

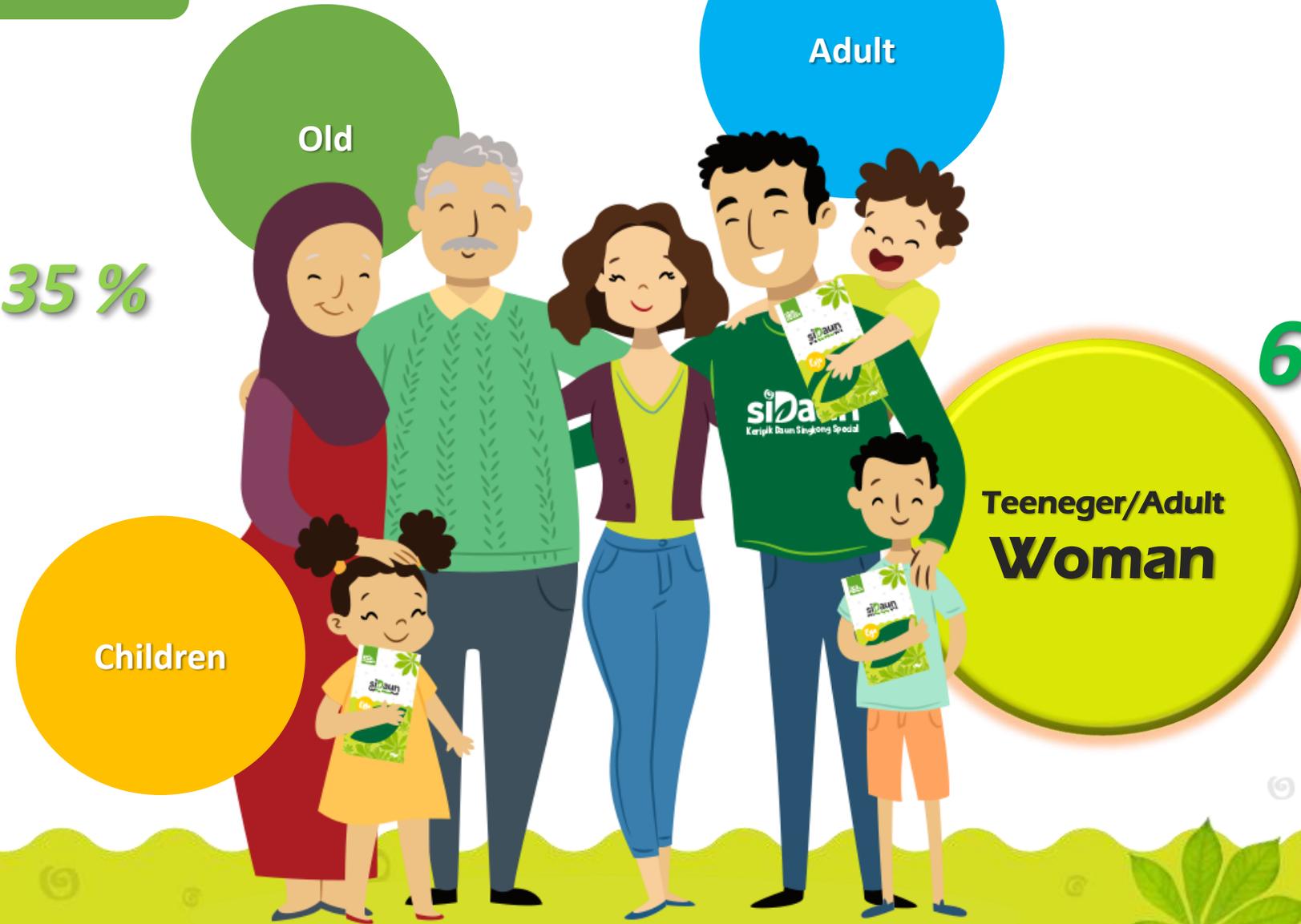
Adult

65 %

Children

Teenager/Adult
Woman

siDaun



Business Model

siDaun
SiDaun Food Bandung West Java
Since 2019

30 %



Reseller

70 %

Consignment



Online



Direct Selling

Competition



Big Company



- Value Proposition
- Healthy Chips
 - Unique Chips
 - Local Raw Materials
 - Various Flavors
 - Crunchy
 - Non-Preservatives

Cheap

Expensive



Small Company



Our Team

Yusantio Rhazaq
CEO SiDaun

Aircraft Engineering Univ.Nurtanio
➤ HR.Management
➤ MR ISO 9001 2008

Irwan Dharma
Production Mng

Informatika Univ.Tulus Cendikia
➤ SEO , SMO

Ela Rohayati
Founder SiDaun

Accounting Univ.Widyatama
➤ Financial Managemen
➤ Certified Public Speaking



Contact

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