Executive Summary

Who hasn't experienced this: The steak is chewy, the meal not enjoyable. In order to ensure a tender and delicious steak, prime quality meat has to be bought, and that is expensive. To soften standard-quality meat, different methods have evolved over the centuries: the small wooden steak hammer applied to the raw meat, or bathing the meat in papaya for a night.

Now this centuries-old problem has a solution: Tenderon is a new machine, copyrighted by King Mongkut's University of Technology in Thonburi, that applies high pressure (3,000 atmospheres) to the meat for a short period of time (15 minutes), and your beef or pork has softened considerably. Measurably. The steak is not chewy any more, and the method can be applied on an industrial scale.

Another problem with fresh meat is its limited shelf life. This has been a problem for mankind ever since meat was stored and not consumed right away. Current solutions are freezing, chemicals or even radioactivity. However, when being processed with Tenderon, the microorganisms are killed and the shelf life increases, the meat remains fresh a lot longer without any preservatives. This is very good news indeed for consumers, who are more and more health-conscious.

This business plan is about the production and marketing of this machine (named Tenderon) on an industrial scale. Right now, it exists in a prototype, which proves the engineering and food tech aspects. The capacity of the machine needs to be increased, and the design must be improved to make Tenderon more appealing to the market. The business plan therefore calls for the company to be opened in mid-2003, then allows for R&D, with sales starting in January 2004. From the engineering side, SiamTech has been assured that these requirements are realistic.
The first year will target only the Thai market. It is important to have a strong domestic foothold as a first goal. International marketing will start in the second year, while the market penetration in the domestic market will still increase. SiamTech expects competitors to come in at that time, forcing us to lower the prices and the profit margins. However, by that time this company expects to have reached an economy of scale that will allow us to maintain a very favourable profit indeed. The product is made in Thailand, using only Thai raw materials. It will promote Thailand’s image of a modern country in technology as well as food science.