

EXECUTIVE SUMMARY

Plants, especially ornamental plants have a huge potential in Indonesia. There are numerous types of unique ornamental plants that grow well in Indonesia's soil. This pandemic era creates a momentum of growth for ornamental plants industry as more people grow back to love gardening and take it as a hobby while working from home. Especially for the people who are already a home gardening enthusiast, the pandemic allows them to have more time to spend on their hobby. For a long time, there have been a lot of ornamental plants established all across Indonesia but mostly as small-medium enterprises (SME). Therefore, the industry seemed to be organized informally. The rapid growth of technology also acts as a catalyst triggering modification of the business model for this industry. Since the massive emergence of the online marketplace, numerous ornamental plants sellers begin selling their products online through marketplace and/or other online media. Nevertheless, the existing online marketplace and online media are not yet able to comprehensively fulfill and solve customer's needs and problems. In addition, the ornamental plants and floriculture market has a broad segment of products which can be recognized from the various complexity in nurturing the plants to the uniqueness of the plant's characteristics. These segments are not well explored in the existing online marketplace.

Ornamental plants industry needs a sustainable revolutionary transformation. Florihaus is being started up to become a one-stop platform specializing in floriculture. Florihaus is expected to meet the standard of ornamental plants enthusiasts either as a seller or buyer on the platform. Florihaus puts quality first by having a strict curation of sellers and products sold in the platform as one of their competitive advantages. This competitive advantage is reinforced by the presence of exclusive floriculture communities within the platform. The existence of these communities will emerge the new wave of marketing by focusing on marketing activities among floriculture enthusiasts on their shared hobby.

Starting Florihaus would require 9.0 billion Rupiahs as capital with estimated revenue of 2.5 billion Rupiah in the first year which will increase almost double each year. Based on projections and calculations conducted for a 5-year period, the feasibility study of Florihaus business shows good parameters which are 18.23 billion Rupiah NPV, Discounted Payback Period of 3.41 years, PI of 4.65 and 30.80% MIRR

In conclusion, Florihaus is a business that will be **growing** (great and growing market potential), **developing** (agile organizational structure and scalable operation as start-up), **and sustaining** (strong financial structure with careful planning and risk considerations).

