

Executive Summary

Coco Palm Indonesia is a network orchestrator to export coconut and palm derivatives products in the international markets. CPI will assist importers to order coconut and palm derivative products through one door. Importers no longer need to search several different sites or contact multiple suppliers when obtaining their stock specification. They will also have access to quality products that are ordered directly from the factory and have gone through laboratory tests. This simplification of distribution channels will also make easier for large importers so that they do not need to order in small batches at many small factories.

In contrast to the sales business in general, the export sales business does not require a high initial investment cost, it is very possible to apply the concept of Minimum Viable Product (MPV) and lean operation in the validation phase to find the problem-solution fit and product market fit.

The selection of low-cost products to study the terms and procedures of export in this phase is very helpful in enabling exports to be implemented with capital under 100 million rupiah per container. It will be different if CPI chooses other products, such as fresh fruits or fishery products, for example mangosteen, which requires a capital of around 550 million rupiah per container. Fresh products have a high risk of quality changes during shipping and have more complicated specification requirements so they are not suitable for novice exporters.

In addition, CPI also makes a lot of cost savings by choosing low-cost and even free marketing channels that are available to the public and within the community. The greatest efficiency lies in the allocation of office space rental fees, by utilizing the co-working space options that are widely available in Jakarta. CPI does not require a high investment to purchase or rent conventional office space.

CPI's organizational structure which focused only on strategic functions at the beginning, and outsourced other functions was also one of the contributors to the fixed cost efficiency which led to the success of CPI in getting Break Even Time at 0.61 months.

It is more difficult for export enterprises to establish a presence in a market with global competitors and have an impact on the target market CPI. This is why it's crucial for CPI to create a plan that would offer it an advantage over the competition. To accommodate these needs CPI second iteration will be focusing on developing packaging that will preserve product quality during long shipments. CPI will also invest in developing technology to provide online tracking as an advanced service to our valued customer.

In the second year (2023) CPI will set up an agricultural laboratory that can measure the quality parameters of coconut and palm derivative products, therefore we need a capital of US\$ 500,000, - (7.3 billion rupiahs) in the form of seed funding to be used for investment in property (warehouses & laboratories), purchasing lab equipment, adding expert lab personnel, and adding marketing personnel.

CPI will also strengthen services by adding IT & designers and investing in the infrastructure needed to build online tracking automation technology and chatbot services. In 2025, CPI will transform to expand its business to serve other diversified products (palm kernel meal, palm kernel shell, and broomstick). The addition of these various facilities will be carried out in stages until 2025. This development is expected to generate total revenue of US\$ 12.6 Million at the end of the 5th year.

Given the calculation, it can be concluded that with the additional working capital of US\$ 500,000,- in the second year, CPI will be able to increase the company's valuation to above Rp. 66,997,743,517, - (US \$ 4.4 million) at the end of the 5th year.

CPI has 10 KBLI in the company's operating license so in the future it is still very possible to expand to other variations of export products and grow further. Saturated markets can still be lucrative, but only if CPI effectively communicates its solution to the target audience in a way that deeply resonates with them. Therefore, CPI use integrated marketing channel strategies to communicate its value proposition and differentiation. CPI also will use behavioral strategies to trigger ecofriendly markets and target industries.

Keywords: *Coconut Derivatives Products, Palm Derivatives Products, Export Industry Indonesia, Entrepreneur, Start-up, Cocopeat, Coco Fiber, Low Investment Business, Efficient Initial Investment, Integrated Marketing Channel.*