

Executive Summary

The demand for renewable energy (RNE) is kept increasing constantly and will replace fossil fuel in the future. Bioenergy as one of the sources of RNE has an enormous potential to be developed in Indonesia, because of increasing RNE portion in energy mix from 11% in 2020 to be 31% by 2050. One of RNE resources are come from the extraction of Tamanu plant / *Calophyllum Inophyllum* seeds into biofuel, which had a high carbon yield, at around 70%. Majority of biofuel being produced in Indonesia are currently being extracted from Crude Palm Oil (CPO), which had several problems, such as deforestation, and in turn are counterproductive to Paris Agreement goals to reduce global carbon emission. Based on literature research, Tamanu could produce biofuel with quality on par with CPO based biofuel, with lower production cost in the long term. Tamanu could also increase the soil fertility level, hence it could be used to support the government problem with reforestation, which spread throughout Indonesia.

Indonesia geography as an archipelagic nation, creates another challenge in distribution. Currently the demand of the energy for remotes area are heavily dependent on fossil fuel, and one price policy imposed by the government has made PERTAMINA, a SOE focused on fossil fuel extraction and distributions, suffer due to expensive distribution cost to isolated area. Therefore, we see opportunities to tackle all the problems, by providing solutions through locally produced Tamanu oil in collaborations with local populace, with the goals to create energy decentralization and increase the prosperity of the local populace. The Porter Five Forces analysis result showed that Tamanu had an advantage to be produced locally on isolated area, with PERTAMINA as a main customer are projected becoming our company main investors.

Profit, People and Planet (3P's) are values that our company dearly uphold. Our company main goals are to create profit through producing of biodiesel D-100, which could decrease the net loss currently being faced by PERTAMINA as our main customer and main distributor for biodiesel in remote area. We also planned a cooperation with local populace as a supplier of Tamanu seeds and provide the expert in doing so. Our competitive strategy is focus-differentiation, with our target are to provide biofuel in isolated area, compared to currently distributed fossil fuels.

An agribusiness company named PT Crude Tamanu Energies is a form of our first step in achieving these goals (3P's). To ensure that PT Crude Tamanu Energies can run well, we have formulated 5 corporate strategies to establish a sustainable, profitable and beneficial roadmap for the company's sustainability. The five strategies that we have tested based on the observation and processing of the information are business strategy, marketing strategy, operations strategy, human resource strategy and financial strategy where these strategies have been successfully projected and tested based on feasibility and are in accordance with business risk mitigation.

In short, this business uses a B2B (business to business) marketing strategy by building awareness and good relationships with customers. Furthermore, the company determines efficiency and effectiveness on the focus of operating activities that are mass production. In the human resource strategy, the company focused on maximizing the talent readiness and keeping employee engagement high. Cash flow control, suitability of results that refer to achievement targets and time become the focus of the company's financial strategy. The condition of the company that looked tough in the early years became a challenge to be able to synergize all aspects related to this business. Our optimism in seeing this business opportunity in the future has been successfully proven through a series of simulations and feasibility tests with various conditions, even the worst scenario. In the end, we believe that this business is a worthy business to run.