

EXECUTIVE SUMMARY

Agricultural land in Indonesia continues to decline every year and is predicted to continue to decrease with time. On the other hand, healthy living habits such as national vegetable consumption is increasing every year. To increase the need for vegetable consumption, a maximum agricultural system is needed. However, increasing vegetable production through land expansion is not an easy thing to implement.

Agrication offers innovations for the industry such as using urban farming systems that are suitable to be carried out in limited space such as urban areas. Moreover, Agrication also hopes to realize a sharing economy system resulting from the activities of renting and lending urban farming tools and kits. Agrication will focus on serving two markets, supply and demand side. The supply side will be the urban farmers, and the demand side will be the restaurants. With Agrication, Urban farmers are hoped to get an additional income source with no special skills needed with the system provided by Agrication. For the restaurant, Agrication offers fresh hydroponic vegetables (Lettuce and Pak Choi) with maintained quality and a competitive price.

For urban farmer, Agrication targets workers who have a tendency to not have special skills, so side job options for additional income are quite limited. As for the restaurants, the ones who are in the traditional culinary segment are chosen as a target market.

To support Agrication in having two sides of business, the supply chain will cover from urban farmer to the restaurant as the demand side as well. This includes the supplier for the homekit and materials for the hydroponic set. Agrication will have one warehouse for all the business processes including the production of the homekits, the picking and packing process of the vegetables, and lastly the deliveries are made from the warehouse as well. From the human resource side, Agrication has a total of 5 divisions whose performance is maintained with benefits and also training and developments for the employees.

Agrication will need funding as much as Rp9.000.000.000 for the NPV to reach Rp32.418.403.227 with the payback period at year 4 and 3 months.