

Executive Summary

Covid-19 pandemic that occurred in Indonesia has led to an increase in health awareness of Indonesian people. However, the growth in demand has not been fully fulfilled by organic broccoli producers, which has resulted in an opportunity to enter this industry. AGROWTECH come as one of the organic broccoli producers that puts technology in the planting process so that it can increase the success rate of the harvest which tends to be one of the problems in this industry. In addition, production costs can also be reduced by 20% and will increase along with the scale of production.

PT AGROWTECH ORGANIK INDONESIA is a company engaged in agriculture and trading located in Jakarta and agricultural land in Bogor. AGROWTECH's main activities include planting, harvesting and selling of organic broccoli crops. The company is categorized as a medium company with an authorized capital of Rp 16,804,342,682 with a total of 45 employees. All employees will be given compensation in the form of salary, insurance allowance, service allowance, bonus and career path.

For “Healthy Families”, AGROWTECH is organic broccoli which is definitely caterpillar-free, easy to obtain and affordable among all organic broccoli in JABODETABEK because it is produced using IoT so that it is under 24-hour monitoring. AGROWTECH organic broccoli is distributed through retail (Lotte Mart, Transmart Carrefour and HERO) and marketplaces (Tokopedia and Shopee) with a final price of Rp 72,000/kg. Projected sales growth of 15%/year.

The source of funding comes from 50% debt and 50% equity (12.5% preferred stock and 37.5% common stock). The NPV (Net Present Value) generated by this business plan is IDR 17 billion with an IRR (Internal Rate of Return) value of 38%. The PP (Payback Period) of the business plan is quite short, which is 4 years 7 months. Based on those indicators, this business plan is feasible to run.