

RINGKASAN EKSEKUTIF

Berawal dari Indonesia yang merupakan salah satu negara produsen kopi terbesar di dunia serta kesuburan tanah di Indonesia yang menurun, maka perusahaan memutuskan untuk membuat suatu produk pupuk organik dengan merek *Cakrawala*. *Cakrawala* merupakan produk pupuk organik berbahan dasar kopi dengan nilai hemat, praktis, bebas gulma, dan subur. Produk pupuk *Cakrawala* memiliki harga jual Rp 20.000 untuk satu unit dengan berat 5Kg. Target konsumen *Cakrawala* adalah petani pemilik lahan di daerah Parung, Lembang, Dramaga, dan Cipanas dengan VALS *believers* dan *survivors*, menanam tanaman hortikultura, termasuk dalam *socioeconomic status C*, dan memiliki kebiasaan membeli pupuk organik.

Cakrawala memulai proses produksi dan penjualan pada bulan Januari 2019. Fokus bisnis *Cakrawala* pada tahun pertama memperkenalkan pupuk merek *Cakrawala* kepada petani sebanyak-banyaknya untuk memperluas pasar. Pada 4 bulan pertama, *Cakrawala* memiliki nilai *marketing responsiveness level* sebesar 28,9% dan pada akhir bulan Juni, *Cakrawala* telah menjual pupuk sebanyak 2733 unit. Produk pupuk *Cakrawala* dapat dibeli melalui *PIC Marketing Cakrawala* di daerah tertentu atau memesan langsung kepada tim *Cakrawala*.

Uji kelayakan bisnis *Cakrawala* dinilai dengan beberapa indikator keuangan. *Cakrawala* dapat mencapai *payback period* pada bulan ke-3 tahun pertama, memiliki *Profitability Index* sebesar 95,8, dan memiliki nilai *Internal Rate Of Return* 396%. Strategi *Cakrawala* untuk menjadi bisnis yang berkelanjutan adalah dengan meningkatkan pangsa pasar dengan terus melakukan pemasaran kepada petani sehingga *Cakrawala* dikenal oleh lebih banyak petani, menjaga kualitas produk, melatih sumber daya manusia serta menyusun anggaran sebaik mungkin agar keseluruhan proses bisnis dapat berjalan sesuai rencana.

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| Kata Kunci | : | Pupuk, Organik, Petani, Kopi, Kualitas, Hemat |
| Bidang Usaha | : | Agribisnis |

EXECUTIVE SUMMARY

As one of the largest coffee-producing countries in the world, Indonesia has found itself in a decreasing level of soil fertility. This serves as the company's catalyst in deciding to make an organic fertilizer product named Cakrawala. Cakrawala is a coffee-based organic fertilizer product with values such as economical, practical, parasite-free, and fertile. Cakrawala fertilizer products have a selling price of Rp 20.000 and weighing 5 kg per unit. Cakrawala's target consumers are farmers who own land in Parung, Lembang, Dramaga, and Cipanas who fall within the VALS categories of believers and survivors, those who are planting horticultural crops, included in socioeconomic status C, and have a habit of buying organic fertilizers.

Cakrawala began its production and sales process in January 2019. The focus of Cakrawala's business in the first year is meant to introduce the product to as many farmers as possible in hopes of expanding the market. In the first 4 months, Cakrawala has a marketing responsiveness level of 28.9% and at the end of June, Cakrawala sold 2733 units of fertilizer. Cakrawala fertilizer products can be purchased through the Cakrawala PIC Marketing in certain areas or by ordering directly to the Cakrawala team.

The business feasibility test of Cakrawala is assessed by several financial indicators. Cakrawala has attained the payback period in the first 3 months of the first year, with a Profitability Index of 95.85, and an Internal Rate of Return of 396%. Cakrawala's strategy in becoming a sustainable business will be achieved by increasing the market share, spreading further product awareness to a larger scope of farmers, maintaining product quality, training human resources and effective budgeting to ensure the entire business process will proceed accordingly.

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| Keywords | : | Fertilizer, Organic, Farmer, Coffee, Quality, Economical |
| Key of Business | : | Agribusiness |