

## EXECUTIVE SUMMARY

Urban Farming is defined as the practice of growing food in urban area using technology for production and aesthetics purpose. The current state of urban farming in Indonesia is such that focuses on utilization of unused space and aesthetics purpose. Jakarta ranked 18th on most stressful city in the world, that resulted from less than 10% green space availability, a far cry from 30% as targeted by the local government. Urban farming has been increasing for the past few years due to rapid urbanization and growth of infrastructure. The current state of its product life cycle is in development that is characterized by lack of urban farmers as well as lack of know how and use of technology which results in inefficiency.

Greending is an urban farming initiative that currently focuses on aesthetics and environmental awareness side of the business. It taps on technology that is align with Indonesia road to Industry 4.0 and its value proposition is to provide full optimum and aesthetical solution from cradle to grave by providing wide range of services for its clientele such as service management, public training program and distribution of tools and farm produce. It aims at property developers, building management and urban farmers using differentiation focus aiming at price insensitive customer that is middle-to-high income group.

Greending aims to become market leader and pioneer in service and goods provider of urban farming in Indonesia with a 30% target in Jakarta area in three years since commencing operation. Greending unique and differentiated focus by providing comprehensive and integrated service of goods and services that revolves around aesthetics, as well as added value for buildings.

Operation strategy is done through assembling according to customized order and to provide buffer stock by employing just-in-time production system. In fulfilling human resource and development criterion that are in line with the company's need, Greending uses process recruitment and process training.

Looking at the financial side over ten years period, the company will generate NPV value of 10.5 billion rupiah, with IRR of 39% and payback period of 7 years. The financial projection shows that the company would be able to finance its operation adequately.