

EXECUTIVE SUMMARY

Fish mortality has been the problem faced by cultivators. The death of fish is caused by diseases and the occurrences of upwelling. The death of fish is projected to grow 11.75% measured from cultivating growth from 2011 to 2016. In 2017, cultivators in Indonesia lost up to 37 trillion rupiah of profits caused by productivity loss. This number would keep on growing up to 125 trillion rupiah in 2021. From that amount of loss and the potential of problem, it is deemed necessary to be solved.

MarinaTek is name of the company that found an opportunity from the said problem that can be solved using an invention of local scientist in the form of microbubble technology named Mizunano. Mizunano is a microbubble generator that can keep Dissolved Oxygen level at 5 PPM, solving the problem of oxygen shortage in fish cultivation. MarinaTek aims at cultivators that use intensive method, because this method put a lot of fish in a limited space and they're going to need more oxygen. Currently, oxygen supply needs is only filled by Ferris Wheel and Bubble Aerator suppliers. These machines are not as effective due to the low level of dissolved oxygen at 2 to 3 PPM, while the need of dissolved oxygen is going to increase as much as the amount of fish being cultivated.

The company will sell this microbubble technology to fish cultivators to solve the problem occurred. The company also offers repairs and maintenance service to its customers. MarinaTek uses Overall Cost Leadership strategy, which makes its product price affordable to customers to gain market awareness as well as gaining market share untapped by incumbents.

MarinaTek will use direct selling marketing strategy as well as organizing educational events and penetrate the market. Mizunano is the name chosen by MarinaTek as the brand of the product to attract customers. Mizunano will be sold directly to fish cultivators considering it suits the behavior of buying it directly rather than through distributors. Education is done by participating and organizing events in the hope of strengthening customer consumer and community.

Technology is the bread and butter of this company. Therefore, the company sustains its life long term by innovating new products for its customers. The company has its Research and Development division as a medium for further commercializable innovations. From internally done business analysis, initial investments needed is Rp.11.019.774.449 with the return rate of 51% and the payback period in 38 months and NPV of 32 billion rupiah in 5 years.