

## **EXECUTIVE SUMMARY**

As a country where it's 26 million population work in agricultural sector, Indonesia produces more than 120 million tons of agricultural waste every year. On the contrary, usages of natural resources like wood and limestone used to build buildings also creates negative impacts to Indonesia's nature. Based on those two issues, a research has been held to create a new green material made from fibrous agricultural waste mixed with mushroom's mycelium.

PT Ares Miselia Indonesia through Sclemyc, offer a solution which is to create a semi-permanent partition for buildings that can be used as a divider between rooms, work desk, and any similar function. The finished products will be a modular block sizing 30x30x6 cm that can be arranged following client's building design. The product will be sold at Rp 300.000/m<sup>2</sup> packaged in 12 modular block in the first year of operation.

The company is targeting 290.000 m<sup>2</sup> of Sclemyc to be sold on the 5<sup>th</sup> year of operating. mainly to cities where regulations regarding green building has been applied. This business-to-business marketing strategy will use personal selling, public relation and direct marketing as its main activities to lure the market. Company will build its factory in Padalarang, West Java with the consideration of distance to supplier, infrastructure and labour cost. In human resource strategy, company with manufacturing as its main activity will have a vertical organizational structure based on the needs of strict standard.

Financial planning will be structured in detail to ensure the business feasibility and profitability. Business feasibility uses measurement methods such as NPV, IRR and Payback Period. By investing 6,3 billion rupiah, NPV projection reaches Rp 16.833.141.344,- billion with IRR 54,54% and payback period in 4 years 2 months. By using Value at risk method, business risk is categorized to be low and has unfavourable rate of 8,54%.