

Executive Summary

Indonesia is one of the top exporters for saltwater aquarium industry in all over the world. With 7.9 million m² of sea territory and high varieties in saltwater species, Indonesia based company has a great opportunity to success in this industry. One of the species with great uniqueness and differentiation among the varieties is *Tridacna sp.* or usually called by the local Indonesian as kima. Recently kima supply in the wild has been decrease for years due to destruction of the sea and high exploitation. PT Padhi Mariculture Mariculture sees this as opportunity to be one of the companies that can give sustainable kima supply that not depend on the nature.

PT Padhi Mariculture Mariculture is a kima specialty company that cultivates its own kima to sell, and also distributes it to re-seller or wholeseller in its buyer's country. With our cultivation system and facilities in Kepulauan Seribu, the company we can cultivated good quality kima with stable supply every year. PT Padhi Mariculture also collaborates with local fisherman in cultivation as our commitment to empower the society and make the community a partner to achieve our goals. Not only in cultivation process, PT Padhi Mariculture tries to control its distribution channels. We will ensure every kima bought by the hobbyist was in their best condition with the best price they can get.

Our primary market is fish-mobile invertebrate hobbyist and reef-tank hobbyist in United States. This type hobbyist usually had experience in maintain saltwater aquarium, and had varieties of species in their aquarium. PT Padhi Mariculture chooses United States because it is the biggest single country for market size in saltwater aquarium industry. The United States has approximately 72.9 million households with saltwater aquarium. With average \$300 expenditure per month for an aquarium, there will be about 18 billion US dollar spent in saltwater aquarium industry every year.

To run its business PT Padhi Mariculture Mariculture needs funds about five billion rupiah with interest return rate 25.3 %. This business has payback period 7.96 years, with net present value about 3.39 billion rupiah. We believe PT Padi mariculture will be a great and profitable business, and will be a good examples of success cultivation based company to sell saltwater sea species in Indonesia.

