

## EXECUTIVE SUMMARY

Vanilla is an exclusive commodity that can be used in various consumer products, food and beverages, cosmetics, and pharmaceuticals. The demand for vanilla, primarily coming from the United States, is currently not adequately met by producing regions.

Indonesia, as the second-largest producer after Madagascar, has untapped production potential but faces several challenges. These challenges, such as complicated and lengthy supply chains and the price gap between international prices and farmers' prices, have been the reasons behind the lack of motivation among farmers to cultivate vanilla. Conversely, ensuring production continuity and product traceability are vital factors for establishing credibility in the market for vanilla bean products. Indonesia's production levels have been fluctuating. Given the presence of a superior vanilla species, vast suitable land, and an ideal climate, we believe there is a significant opportunity to capture a large market share.

PT VAN will offer potential customers vanilla beans with production continuity and reliable traceability by implementing a core-plasma system. This system will utilize land belonging to farmer partners as a production base, as well as land managed by the Company. We believe that PT VAN is capable of producing vanilla beans with optimal production costs to enhance competitiveness in the target market.

The selected target market comprises large companies with existing suppliers, specifically FnB companies in the United States. PT VAN has set targets, including achieving 80% brand awareness, securing an export contract of 11 tons in the 5th year, and maintaining a minimum Customer Satisfaction Index of 80. PT VAN positions itself as a producer of high-quality vanilla that emphasizes sustainability and traceability. In business-to-business marketing communications, PT VAN prioritizes personal selling methods.

To meet a 100% sales target and ensure traceability for all products, operations are managed through comprehensive project management. Product quality goals must meet USDA (United States Department of Agriculture) export standards. To meet these requirements, green vanilla is processed through a curing or conditioning process within the optimal time frame.

PT VAN will employ highly competent staff and is committed to training and developing employees, while also offering competitive remuneration packages to attract the best talent. To maintain a motivated and loyal workforce, PT VAN monitors employee attendance rates, offers performance-based bonuses, and maintains employee turnover rates. Initially, permanent staff will be recruited, ranging from 37 to 60 employees in the fifth year.

Over five years of operation, PT VAN's viability was assessed using three methodologies: Net Present Value, Discounted Payback Period, and Internal Rate of Return. Projections indicate an NPV of Rp 16,956,731,368, a Discounted Payback Period of 4 years and 3 months, and an MIRR of 29%, affirming the practicality of PT VAN's business plan. This comprehensive blueprint offers potential investors an insightful analysis and strategic framework, shedding light on the opportunities available.

