

EXECUTIVE SUMMARY

PT Lobstopia Tumbuh Abadi is entering the growing Indonesian freshwater lobster cultivation industry, which has seen national production values increase from Rp 0,76 trillion in 2018 to Rp 1,75 trillion in 2022. The chapter on business definition and context outlines the key factors driving this industry, including strong government support, the potential to help raise Indonesia's fish consumption rate, the creation of new job opportunities, and the utilization of advanced technologies. PT Lobstopia Tumbuh Abadi's business definition and potential contributions are centred around the high-quality freshwater lobster product with value proposition stable and fresh freshwater lobster supply with plump meat, targeting the local HORECA (hotel, restaurant, and café) market around Jabodetabek with a value proposition of functional and business benefits. The company plans to leverage tiered pond systems, which can increase lobster production capacity, to reduce land usage costs and operate more efficiently.

The analysis of the five competitive forces reveals moderate rivalry, a moderate threat of new entrants, a moderate threat of substitutes, a low bargaining power of suppliers and a moderate bargaining power of buyers. This enables PT Lobstopia Tumbuh Abadi to identify appropriate competitive strategies.

PT Lobstopia Tumbuh Abadi's company strategy includes a vision to become the leading provider of premium freshwater lobsters, a mission to deliver exceptional customer value and drive sustainable practices, and strategic objectives to capture 15% market share, achieve a 20% net profit margin, and reinvest 30% of profits. The company's business model, based on the business model canvas, outlines its key elements with a differentiation strategy.

PT Lobstopia Tumbuh Abadi's marketing strategy targets an annual demand of 120.000 kg in the local HORECA market in Jabodetabek, with a plan to capture a 15% market share. This is supported by a Rp 15,5 billion marketing budget from first year to eighth year, and a differentiated value proposition centred for quality, freshness, and sustainability.

The operational strategy focuses on maintaining a stable supply, ensuring consistent quality, and driving efficiency. The company plans an initial production capacity of 7.000 kg per month and allocates Rp 1 billion, or 10% of the annual budget, towards continuous improvements and quality control.

PT Lobstopia Tumbuh Abadi's human resource strategy outlines objectives to cultivate a competent, motivated, and aligned workforce, dedicating 5% of the annual budget to employee skills development and maintaining a targeted turnover rate of less than 5%.

The financial strategy presents a planned investment of Rp 13,4 billion, funded entirely by investors, with financial objectives including a 20% net profit margin. Based on the analysis, it can be concluded that PT Lobstopia Tumbuh Abadi's business plan to enter the growing Indonesian freshwater lobster cultivation industry has excellent financial prospects. With a positive Net Present Value (NPV) of Rp 18,1 billion, an Internal Rate of Return (IRR) of 33% that significantly exceeds the Weighted Average Cost of Capital (WACC) of 19,08%, a relatively quick payback period of 4 years and 11 months, and a Profitability Index (PI) of 2,35, this investment is expected to generate highly profitable returns for the investors. Furthermore, the projected increase in operating cash flows and operational efficiency, as reflected in the improvement of gross profit margin and net profit margin, as well as the moderate risk profile, further strengthen the confidence in the feasibility and sustainability of PT Lobstopia Tumbuh Abadi's business in the Indonesian freshwater lobster industry.

PT Lobstopia Tumbuh Abadi has also developed a comprehensive risk management strategy to identify and mitigate potential challenges. In conclusion, PT Lobstopia Tumbuh Abadi has designed a strategic roadmap that positions the company as a leading player in the Indonesian freshwater lobster cultivation industry, driven by its multifaceted approach and strong commitment to sustainability and value creation.

