

EXECUTIVE SUMMARY

Vegetable consumption has always been part of basic nutrition needs in humans' lives. However, according to a survey conducted by Southeast Asian Food and Agriculture Science and Technology (SEAFAST) in 2018, vegetables consumption among Indonesians is below the standard set by World Health Organization (WHO) and Food and Agriculture Organization of the United Nations (FAO). Therefore, there is a need to build this awareness among Indonesians. Aside from this, the vegetables available in Indonesia are mostly grown conventionally, planted in the soil, which requires a big farming field and longer time to harvest. This leads to another issue, especially in Jakarta that is facing land scarcity. Due to this scarcity and big land requirement, vegetables supplied in the Jakarta area are provided by the surrounding areas, which are further away from the city center. The result of this is a longer supply chain, therefore higher cost and decrease of nutrition in the vegetables.

Maison Farming sees this chain of issues as an opportunity to contribute in a movement to healthier lifestyle among Indonesians, especially in this pandemic where people are more cautious of their well-being. This is proven by the survey conducted by Lembaga Ilmu Pengetahuan Indonesia (LIPI) in October 2020 that Indonesians are eating healthier to maintain their body's immune system. On top of that, with the shorter supply chain, the nutrients in the vegetables are maintained at maximum capacity. The system used by Maison Farming is a vertical hydroponic system, which requires less land size and soilless planting system, which helps to decrease carbon footprint and emission in Indonesia. Maison Farming will start its entry to market in South Jakarta area. Maison Farming will have its farm within Jakarta area to ensure effective logistics and freshness of the vegetables. The main business concept of Maison Farming is Business-to-Business, in which the targeted customers are three and four star hotels.

To ensure the business runs accordingly with the same vision and mission, Maison Farming will be filled with talents who are passionate and expert in the business, be it in agriculture, architecture, and business. Aside from these expert talents, Maison Farming welcomes people who have passion in the field, because everybody should have the opportunity to be able to farm. A well-planned training program will be available to all of the talents, according to their level of expertise.