



SUMMARY REPORT ON
LMSINDO ENTREPRENEURSHIP EDUCATION AND
CURRICULUM :
RESOURCES OF COMPANIES FOR MODULE
DEVELOPMENT

PRESENTED BY

UNIVERSITAS NUSA CENDANA

MONDAY, 24TH MAY 2021

APPROACH TO THE SOURCE OF INFORMATIONS

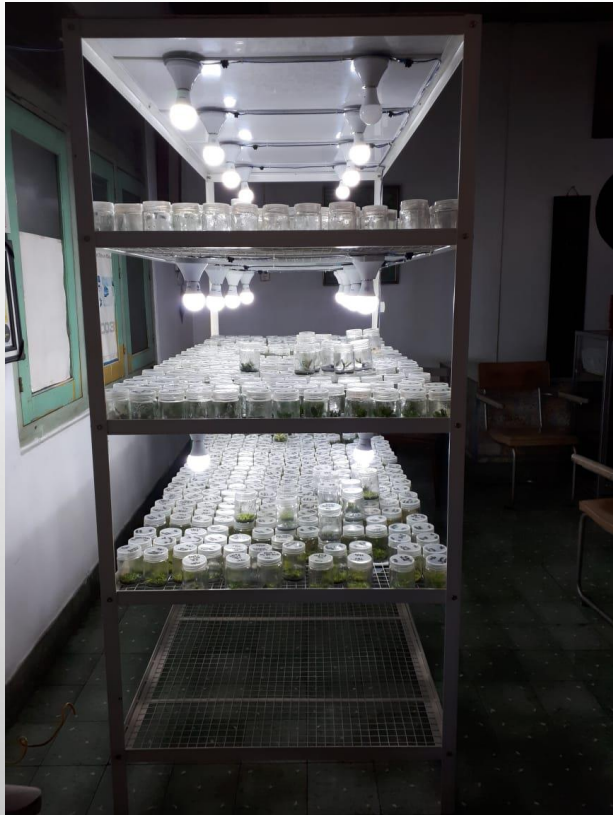
- FIND COMPANIES/NGO/INSTITUTION THAT SUCESSFULLY DO THE BUSINESS IN AGRICULTURE
- ASSESMENT TO THE COMPANIES
- FIRST CONTACT BY PHONE OR WA
- FOLLOWED BY PHONE INTERVIEW
- DATA COMPILATION FOR REPORT



SIX COMPANIES, THREE TO BE PRESENTED

- V&M BIOTECHNOLOGY (PRIVATE)
- KEBUN SEMANGAT KUPANG SHOP (PRIVATE)
- YAYASAN BINA TANI MANDIRI (NGO)

V&M Biotechnology Laboratory, green house and the product



1. V&M BIOTECHNOLOGY (CEO : MR. PRANOWO SINGGIH SANDJOJO)

- A SOCIO-ENTREPRENEUR COMPANY FOCUSING ON TISSUE CULTURE DEVELOPMENT IN HORTICULTURE
- VISION/MISSION : TO MAKE “INDONESIAN AGRICULTURE GREAT WITH TISSUE CULTURE DEVELOPMENT”, AND THEIR MISSION IS TO EMPOWER AND ENCOURAGE ALL TISSUE CULTURE BASED LABORATORY IN INDONESIA TO BECOME MORE SUSTAINABLE TO PRODUCE COMPETITIVE PRODUCTS. THE COMPANY’S TAG-LINE IS
- “ TISSUE CULTURE IS SIMPLE, EASY AND FUN “ .

ADDED VALUE, TARGETED CUSTOMERS AND ATTRACTING CONSUMERS

- SOCIO-ENTREPRENEURS POINTS : TRAINING ON TISSUE CULTURE
- TARGET GROUP : YOUTH AND MILLENIALS, AND GOVERNMENT INSTITUTIONS
- SERVE BEST AND GOOD WORKING ETHICS AND ATTITUDE
- WORD OF MOUTH WILL DO THE REST
- MAINTAINING DIGITAL MARKETING PLATFORMS



RELATIONSHIP AND REACHING OUT TO THE CUSTOMERS

- CONSEQUENCES OF BEST SERVING IS TRUST.
 - MAINTAIN GOOD CONVERSATION AND ATTITUDE
 - OPEN MIND TO NEW APPROACH AND TECHNOLOGIES
 - SHARING IS CARING
 - IMPROVISE AND USE SOCIAL MEDIA FOR PUBLICITY
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WHAT ARE THE MAIN ACTIVITIES COMPANY DO TO GENERATE REVENUE ?

- SELLING ORCHID AND HORTICULTURAL PRODUCT
- TISSUE CULTURE TRAINING
- LABORATORY TRAINING AND MAINTENANCE
- CONSULTANCY AND TISSUE CULTURE LABORATORY ASSESMENT

RESOURCES NEEDED :

- BASIC LABORATORY SET UP, INSTRUMENTS AND GREEN HOUSE INSTALLATION
- TRAINED PEOPLE TO WORK IN THE LAB AND IN THE GREEN HOUSE
- ACCESS TO FINANCIAL SOURCES TO DEVELOP SMALL BUSINESS FOR TRAINEE
- MARKETING STRATEGY

2. KEBUN ORGANIK SEMANGAT KUPANG SHOP (CEO : MR. BENEDIKTUS WASPADA)

- IS A BUSINESS ENGAGED IN HORTICULTURE PRODUCTS
- STARTING FROM HOBBY TO BUSINESS IN 2006
- THE VISION OF THIS BUSINESS IS CREATING HEALTHY COMMUNITY BY CONSUMING HEALTHY VEGETABLES AND FRUITS. IN ADDITION, THE MISSION IS TO INTRODUCE AND PROVIDE ORGANIC VEGETABLES AND FRUIT TO THE PEOPLE OF KUPANG CITY. THE ADDED VALUE OF THIS COMPANY IS THE HONESTY OF THE OWNER TO CONVEY TO BUYERS OR CUSTOMERS ABOUT THE ORGANIC AND INORGANIC PRODUCTS WHICH THEY SELL IN THE SHOP

ADDED VALUE, TARGETED CUSTOMERS AND ATTRACTING CONSUMERS

- THE ADDED VALUE OF THIS COMPANY IS THE HONESTY OF THE OWNER TO CONVEY TO BUYERS OR CUSTOMERS ABOUT THE ORGANIC AND INORGANIC PRODUCTS WHICH THEY SELL IN THE SHOP.
- TO EDUCATE BUYERS OR VISITORS' MINDSETS ABOUT ORGANIC VEGETABLES AND FRUITS
- THE TARGET CUSTOMERS OF THIS COMPANY ARE HOUSEWIVES AND EMPLOYEES, BOTH PRIVATE AND CIVIL SERVANTS.
- THIS COMPANY ATTRACTED CUSTOMERS THROUGH PRODUCT PROMOTIONS IN LOCAL NEWSPAPERS IN 2016. IN ADDITION, MR. BENEDIKTUS AND HIS EMPLOYEES ALSO INTRODUCED THIS ORGANIC PRODUCT TO EVERY BUYER WHO WAS SHOPPING FOR OTHER PRODUCTS IN THEIR SHOP. THESE PROMOTIONAL EFFORTS HAVE HAD A BIG IMPACT BECAUSE THEIR PRODUCTS ARE INCREASINGLY RECOGNIZED BY PEOPLE IN KUPANG CITY BECAUSE THEY ARE PROMOTED AND RECOMMENDED BY OTHER CUSTOMERS.

RELATIONSHIP AND REACHING OUT TO THE CUSTOMERS

- THE RELATIONSHIP THAT THIS COMPANY HAS WITH OTHER CUSTOMERS IS AS A SUPPLIER (THIRD PARTY) OF ORGANIC FRUIT.
- DUE TO CROPS (CALIFORNIA PAPAYA) QUANTITY THAT DID NOT MEET VENDOR DEMANDS HYPERMART KUPANG SUPERMARKET ; THE RELATIONSHIP ENDS IN 2019.
- 2ND GRADE PRODUCT TO BE SUPPLIED TO SEVERAL RESTAURANTS
- DO INTERNSHIP FOR STUDENTS FROM UNDANA AND OTHER CAMPUSES

WHAT ARE THE MAIN ACTIVITIES COMPANY DO TO GENERATE REVENUE ?

- THE COMPANY'S REVENUE COMES FROM THE SALE OF ORGANIC FRUIT AND VEGETABLES WITH HIGH SELLING VALUE. IN ADDITION, THIS COMPANY ALSO SELLS ORNAMENTAL PLANTS, BUT THESE PRODUCTS ARE VERY LIMITED IN QUANTITY AND VARIETY.
- THE MAIN ACTIVITY THAT NEEDS TO BE DONE IS TO CARRY OUT MORE ACTIVE PROMOTIONS AND MARKETING STRATEGIES AS WELL AS TO BUILD RELATIONSHIPS WITH OTHER COMPANIES SO THAT MORE PRODUCTS CAN BE MARKETED. THE COMPANY NEEDS TO DEVELOP A FARMING SYSTEM THAT CAN SAVE PRODUCTION COSTS. IT IS DUE TO THE FACT THAT THE COST OF DAILY LABOR IS RP. 30,000 / PER PERSON / DAY.

RESOURCES NEEDED :

- FARMING LAND
- CURRENTLY, KEBUN SEMANGAT SHOP OWNS 23 HECTARES OF LAND, BUT ONLY 5 HECTARES IS USED FOR FARMING. THIS GARDEN IS LOCATED IN OBEN VILLAGE OF KUPANG DISTRICT.
 - SEED COSTS. THIS FEE IS ONLY NEEDED AT THE START OF THE BUSINESS.
 - WORKERS WHO WORK IN THE GARDEN AND IN THE SHOP
 - 1 UNIT OF PICKUP TRUCK
 - AGRICULTURAL TOOLS: HOES, CROWBARS, LAWN MOWERS, CHAINSAW, MANUAL WOOD CHOPPING
- MACHINE
 - 1 PRIVATELY OWNED WATER RESERVOIR
 - 1 GOVERNMENT-OWNED WATER RESERVOIR
 - 1 SHOP BUILDING
 - CONCRETE PILLARS

WHAT ARE THE LOCAL / NATIONAL / INTERNATIONAL COMPANIES THAT OFFER SIMILAR PRODUCTS / SERVICES?

- THERE ARE NO NATIONAL OR INTERNATIONAL COMPANIES IN THE CITY OF KUPANG THAT OFFER SIMILAR PRODUCTS / SERVICES. HOWEVER, ACCORDING TO MR. BENEDICT, THERE ARE SEVERAL LOCAL COMPANIES THAT PROVIDE SIMILAR PRODUCTS. ONE OF THEM IS A COMPANY OWNED BY MR. GESTI, WHICH EMPHASIZES THE SALE OF ORGANIC VEGETABLES AND PAPAYA. IN ADDITION, OTHER LOCAL COMPANIES ARE OWNED BY PAK VIKTOR ARMSTRONG. THE STRENGTH OF THIS COMPANY IS IT SELLS THAILAND PAPAYA. IT IS UNFORTUNATE THAT THIS COMPANY IS NO LONGER OPERATING.

WHAT ARE THE STRENGTHS AND WEAKNESSES OF THE COMPANY?

- **THE STRENGTH OF THIS COMPANY ARE :**

- LOYAL CUSTOMERS BECAUSE THE COMPANY MAINTAINS GOOD PRODUCT QUALITY AND PROVIDES HEALTHY FOOD CONSUMPTION. THE MAIN PRODUCTS ARE CALIFORNIA PAPAYA AND DRAGON FRUIT.
- DOES NOT REQUIRE A LOT OF MONEY BECAUSE MANY RESOURCES ARE OWNED BY THIS COMPANY AS PERSONAL ASSETS. SUCH AS, FARMING LAND, A CAR FOR COMPANY OPERATIONS AND A SHOP FOR PRODUCT MARKETING.

- **SEVERAL WEAKNESSES ARE :**

- NOT FOCUSED ENOUGH IN RUNNING THIS BUSINESS BECAUSE AT THE SAME,
- THERE ARE OTHER PRODUCTS PRODUCED BY THE COMPANY I.E : SELLING BRICK USED TO BUILD HOUSES.
- THE LACK OF MANPOWER IS ALSO ANOTHER ISSUE FACED BY THE COMPANY. IT IS BECAUSE DURING THE RAINY SEASON EACH WORKER TAKES CARE OF THEIR PRIVATE GARDEN. MEANWHILE, WORKERS ARE NEEDED THIS SEASON BECAUSE DRAGON FRUIT IS SUITABLE TO BE PLANTED DURING THIS SEASON.
- THE HIGH DAILY WAGE COST OF LABOR IS ALSO THE OTHER SOURCE OF PROBLEM FOR THIS COMPANY.
- PROBLEMS IN SALES AFTER THE SEROJA STORM HIT KUPANG ON APRIL 5TH , 2021. THE IMPACT WAS THAT MANY TREES AND VEGETABLES WERE DAMAGED, LEAVING ONLY 20 PAPAYA TREES. THEREFORE, TO SOLVE PRODUCTION PROBLEMS, THIS COMPANY IS PREPARING TO SHIFT TO A HYDROPONIC FARMING SYSTEM. THUS, IT CAN INCREASE PRODUCTION AND THE BUSINESS CAN BE MORE SUSTAINABLE.

3. YAYASAN BINA TANI SEJAHTERA (PROJECT COORDINATOR : MRS. JUNIKE MEDAH)

- YAYASAN BINA TANI SEJAHTERA IS A NON-PROFIT ORGANIZATION ENGAGED IN AGRICULTURE. THE ORGANIZATION'S VISION IS TO WORK TO SUPPORT THE IMPROVEMENT OF FARMERS' LIVELIHOODS TO MAKE THEM MORE PROSPEROUS, WHILE CARING ABOUT SOCIAL AND ENVIRONMENTAL ISSUES.
- THE MISSION OF THIS ORGANIZATION IS DOING TASKS TO FULFILL THIS VISION BY PROVIDING AGRICULTURAL COUNSELING, CONSULTING IN THE FIELD OF AGRICULTURE, TRAINING IN CULTIVATION AND AGRICULTURAL BUSINESS, HOLDING AND CULTIVATING NURSERIES, AND CONDUCTING AGRIBUSINESS ACTIVITIES.

ADDED VALUE, TARGETED CUSTOMERS AND ATTRACTING CONSUMERS

- THE FOUNDATION TARGETS SMALL-SCALE FARMERS, ESPECIALLY FARMERS IN VILLAGES OR AREAS WHO STILL HAVE LOW ACCESS TO TECHNICAL ASSISTANCE AND EXTENSION SERVICES.
- THEY ALSO GIVE ATTENTION AND SERVICE TO THE MANAGEMENT AND USE OF NATURAL RESOURCES AND THE ENVIRONMENT IN A SUSTAINABLE MANNER.
- THE ADDED VALUE POSSESSED BY THE ORGANIZATION IS TO PROVIDE TRAINING TO THE COMMUNITY ON HOW TO PROCESS THE PRODUCTION OF EXCESSIVE CROPS SO THAT THEY HAVE ECONOMIC VALUE. IN ADDITION, THIS FOUNDATION ALSO SUPPORTS GOVERNMENT PROGRAMS TO ERADICATE STUNTING PROBLEM IN NTT.
- THIS FOUNDATION HELPS SMALL-SCALE FARMERS TO ATTRACT CUSTOMERS BY PROMOTING THEIR PRODUCTS THROUGH SOCIAL MEDIA SUCH AS WHATSAPP, FACEBOOK OF THE BINA TANI SEJAHTERA FOUNDATION, LOCAL RADIO BROADCASTS (RRI). BESIDE THE EFFORTS MADE BY THE FOUNDATION, THE FARMERS ALSO ATTRACT CUSTOMERS THROUGH CHURCH ACTIVITIES. THE FARMERS' ATTENDANCE WAS UTILIZED WELL BY THE FARMERS TO INTRODUCE AND SELL THEIR PROCESSED PRODUCTS. THE PROCESSED PRODUCTS ARE TOMATO JUICE, CANDIED TOMATOES, CHILI SAUCE, TOMATO ICE CREAM, BITTER MELON CHIPS AND EGGPLANT CHIPS.

RELATIONSHIP AND REACHING OUT TO THE CUSTOMERS

- THE RELATIONSHIP THAT BINA TANI SEJAHTERA FOUNDATION HAS WITH OTHER CUSTOMERS IS AS A PARTNER WHO BUILDS A NETWORK TO FACILITATE THE MARKETING AND PROMOTION OF PROCESSED PRODUCTS OF THE FARMERS. THE LACK OF NETWORKS IS VERY CHALLENGING FOR THE FARMERS TO MARKET THEIR PRODUCTS.
- THUS, BINA TANI SEJAHTERA FOUNDATION PARTNERS WITH THE TTS REGENCY GOVERNMENT AND THE NTT PROVINCIAL GOVERNMENT OFFICE TO SUPPORT THE BUSINESSES OF THE FARMERS.
- THERE ARE SEVERAL ACTIVITIES CARRIED OUT TO PROMOTE AND SELL FARMER'S PROCESSED PRODUCTS. FOR EXAMPLE, EXHIBITION ACTIVITIES IN TTS REGENCY, TTS REGENCY ANNIVERSARY CELEBRATION EVENT, FARMER MARKET ACTIVITIES AND NTT EXPO WHICH WERE HELD IN 2019.
- THE FARMERS REACH THEIR CUSTOMERS THROUGH SOME OF THE MASS MEDIA PREVIOUSLY MENTIONED AND COMMUNITY ACTIVITIES.

WHAT ARE THE MAIN ACTIVITIES COMPANY DO TO GENERATE REVENUE ?

- THE FARMERS GENERATE THEIR INCOME BY SELLING PROCESSED PRODUCTS AND HARVESTED CROPS. HOWEVER, THE PRODUCTS ARE IN GREAT DEMAND BECAUSE OF ITS ORIGINALITY AND FRESH TASTE QUALITY SO IT HAS HIGH SELLING VALUE. ONE OF THE FUNDAMENTAL REASONS FOR DEVELOPING A PROCESSED PRODUCT BUSINESS IS BECAUSE THE EXCESS PRODUCTION OF AGRICULTURAL PRODUCTS IS AVAILABLE IN THE MARKET, THEREFORE IT CAUSES LOW SELLING PRICES. THROUGH BUSINESS DIVERSIFICATION, NAMELY PRODUCT PROCESSING, FARMERS CAN BE BENEFITED FROM SELLING THEIR PROCESSED PRODUCTS. THUS, THEIR SOURCE OF INCOME DOES NOT ONLY COME FROM THE SALE OF THE HARVEST, WHICH IS AROUND RP. 4,000,000 / FAMILY FOR 1 SEASON (3 MONTHS) BUT ALSO COMES FROM THE SELLING OF PROCESSED PRODUCT AMOUNTING FOR RP. 500,000 / PRODUCT / SEASON. IT IS IMPORTANT TO NOTE AS WELL THAT EACH FARMER SELLS DIFFERENT PROCESSED PRODUCTS DEPENDING ON THEIR AGRICULTURAL CROP IN THE GARDEN.
- TO IMPROVE MARKETING STRATEGIES BY MAKING ATTRACTIVE PACKAGING FOR EACH PRODUCT. THE FOUNDATION IS VERY AWARE THAT FARMERS NEED TO BE TRAINED ON HOW TO MAKE PRODUCT PACKAGING THAT IS NOT ONLY ATTRACTIVE BUT PROVIDES INFORMATION ABOUT THE VALUE AND NUTRITIONAL CONTENT OF EACH PRODUCT. IN ADDITION, THIS FOUNDATION ALSO NEEDS TO CONTINUE TO TRAIN FARMERS SO THAT THIS BUSINESS BECOMES A SUSTAINABLE HOUSEHOLD BUSINESS.

RESOURCES NEEDED

TO RUN THIS BUSINESS, FARMERS NEED THE FOLLOWING RESOURCES:

- FARMING LAND. FARMERS GENERALLY OWN THEIR OWN LAND SO THEY DO NOT INCUR COSTS TO PROVIDE LAND
- FRUIT AND VEGETABLE SEEDS
- THE MAIN RAW MATERIALS FOR PROCESSING COME FROM THE HARVEST (EXCESS PRODUCTION)
- LABOR ONLY INVOLVES FAMILY MEMBERS
- KITCHEN UTENSILS SUCH AS BLENDERS, GRINDERS, KNIVES, PANS, STOVES, REFRIGERATORS
- GLOVES AND HEADGEAR
- PLASTIC PACKAGING

WHAT ARE THE STRENGTHS AND WEAKNESSES OF THE COMPANY?

- THE STRENGTHS OF THIS SMALL-SCALE FARMER BUSINESS IS THAT THEY MAINTAIN THE QUALITY OF THEIR PRODUCT. THE PRODUCT DOES NOT ONLY HAVE A DELICIOUS TASTE BUT ALSO THEY ARE VERY HEALTHY AND FRESH. IN ADDITION, THEY ARE ALSO ACCOMPANIED BY THE BINA TANI SEJAHTERA FOUNDATION WHICH PROVIDES KNOWLEDGE THROUGH FREE TRAINING IN PROCESSING AGRICULTURAL PRODUCTS. THIS FOUNDATION ALSO PROVIDES AGRICULTURAL ASSISTANCE SO THAT FARMERS CAN PRODUCE GOOD QUALITY CROPS.
- HOWEVER, THERE ARE SEVERAL WEAKNESSES THAT NEED TO BE IMPROVED BY THE FARMERS' BUSINESS IN PROCESSING THESE AGRICULTURAL PRODUCTS. FIRST, THE FARMERS STILL DO NOT HAVE THE SKILLS AND KNOWLEDGE ABOUT HOW TO MAKE ATTRACTIVE PACKAGING AND PROVIDE INFORMATION ON NUTRITIONAL CONTENT. SECOND, THE LACK OF PROMOTION BY FARMERS ON SOCIAL MEDIA BECAUSE THEY DO NOT HAVE SOCIAL MEDIA LIKE FACEBOOK.



Thank You