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Sekolah Bisnis - Institut Pertanian Bogor

INDONESIA'S ACTION PLAN

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農林水産省

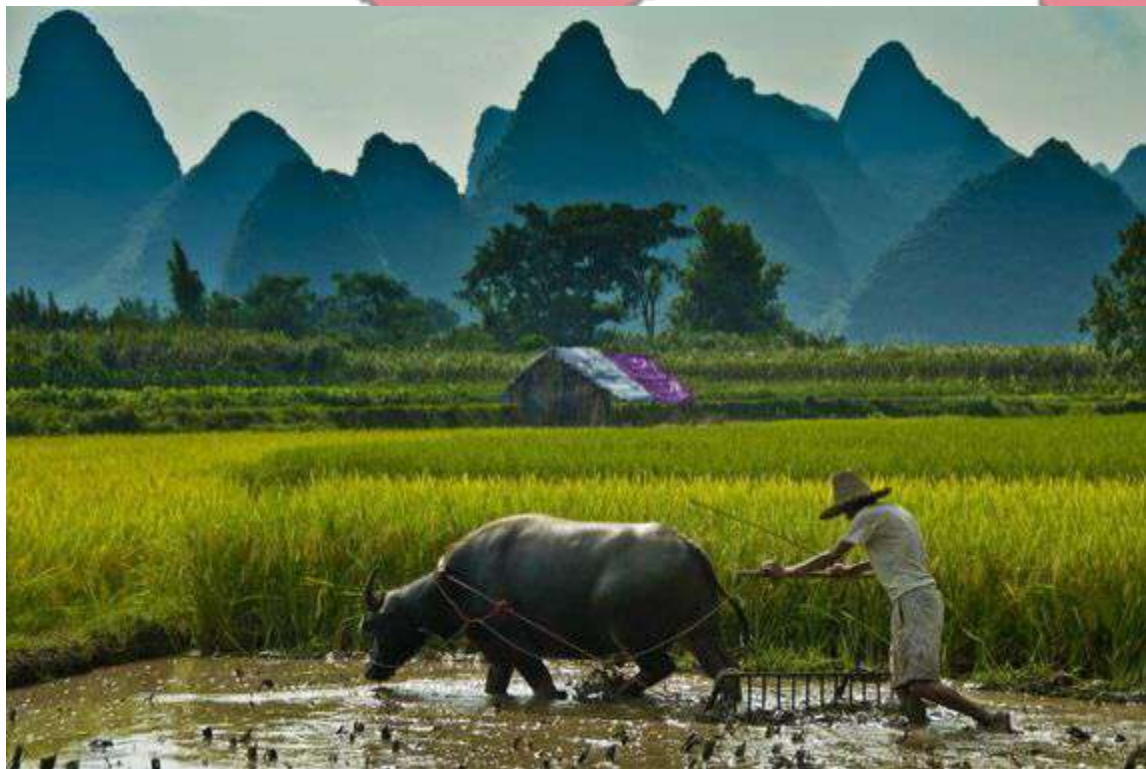




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Where do we start...?



*"...We put concern on
agricultural economy
that happen in
Indonesia..."*



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Problem Identification



- Lack of skilled human labour
- lack of diverse workforce
- insufficiency of organize trained agriculture HR



- Still operating conventional tech
- Slow delivery speed
- package not in a good condition
- Expensive CoD



- Low quality product
- High & uncompetitive price
- Narrowed segmentation market



incuBie

- The process takes longer time
- No proper evaluation stage
- The business is not sustainable

Analysis tools using Michael Porter's Value Chain Analysis



Based on Experience in Japanese Food Industry Field Study 2019



advanced HRM and
training system



fast delivery
system



breakthrough
technology



Collaboration in
result having
bargaining power in
Agriculture

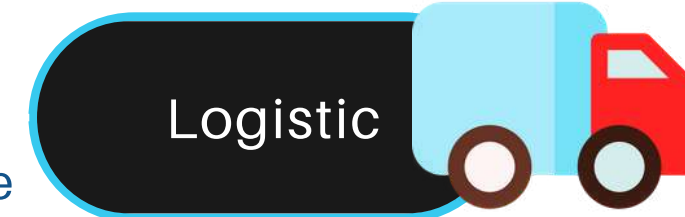


Advanced Business Incubator Model: iSME

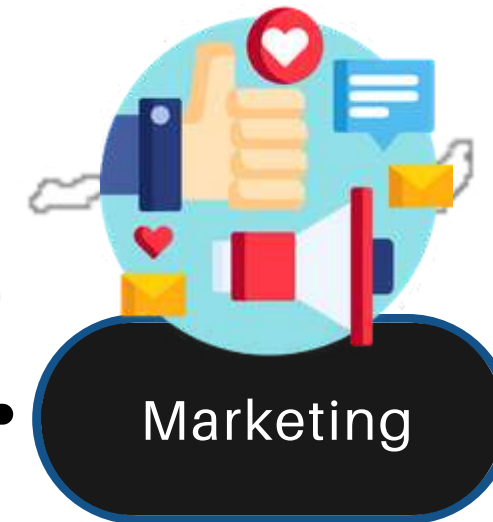
- Amplify the vital role of education in agriculture
- Invest the training program for human resource



- Good Agriculture Practice
- Good Handling Practice
- Good Warehouse Practice



- competitive advantage
- activate rural economics

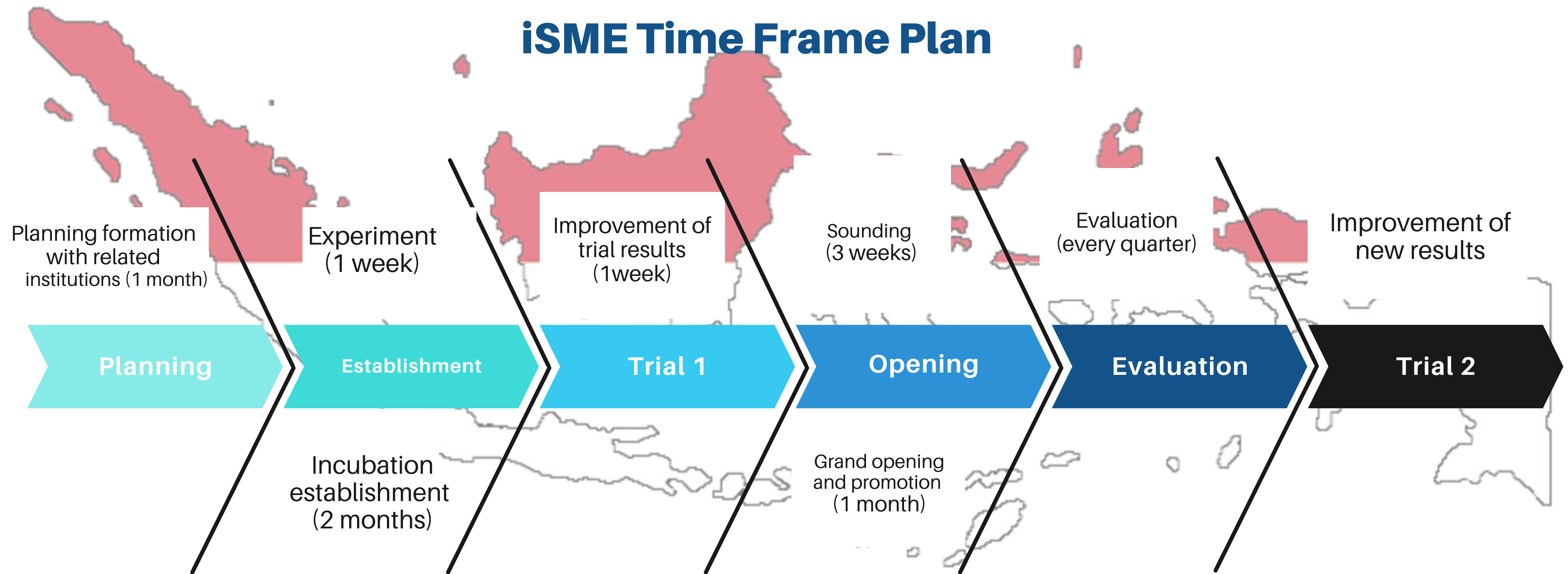


- increase profitability
- expand market





iSME Time Frame Plan





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農業の先に食があり

(Agriculture produce food.)

食の先に健康があり

(Food nourishes humans.)

健康の先に人の幸せがある

(Humans create country.)

農業こそ人を幸せにする産業

(The foundation of the country is agriculture.)

**Thank
You**



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