



BUSINESS CASE AND SOLUTION

(Quadrant 3 - Realistic Acquisition)



Introduction



In Semester V, students carry out Entrepreneurship Practices activities. Students are directed to create innovative and creative ideas based on actual problems encountered in an area. Due to the COVID-19 pandemic, the location of the activity is determined at the domicile of each student. Some sample cases are described below.

CASE STUDY 1: Cucumber Farming Problem



Actual Problems

The first case came from a cucumber farmer from Depok, West Java. In cultivating his farming, these farmers often face problems. Cucumber is a vegetable product that is easily damaged and rots. The large number of cucumbers that rot or are damaged is due to the attack of fruit flies during production in the garden and also improper post-harvest treatment, so that the cucumbers become off grade and eventually become waste. The potential for yield losses due to these two factors is quite large, reaching 10-25% of total production. Another issue of the problem faced is that in a certain time, the price of fertilizer can soar if there is an issue of fertilizer scarcity. This is of course burdensome for farmers to meet production costs.



Cucumber Farming Problem



Figure 1. Cucumber harvested product



Figure 2. Off-grade cucumber

Problem Solution



- **Student idea:** make POC (liquid organic fertilizer) Eco-enzyme made from cucumber waste. POC Eco-enzyme is a type of organic fertilizer because it uses cucumber waste and the activity of good microorganisms as soil fertilizers. By making POC Eco-enzyme fertilizer and applying it, the problem of cucumber waste and the high price of fertilizers can be handled.

- **Feasibility**

- 1. Environmental Feasibility**

The application of POC Eco-enzyme fertilizers prioritizes the activity of beneficial microorganisms that can make the soil fertile and healthy so that it greatly supports the creation of sustainable agriculture.

- 2. Technical Feasibility**

The materials for producing POC Eco-enzyme fertilizer are easy to get (utilizing cucumber waste which has been a problem). The production process is relatively easy so it is feasible to produce.

- 3. Economic Feasibility**

The production cost of POC Eco-enzyme fertilizer is quite cheap, the materials needed are affordable because they come from organic waste, and other supporting materials that are abundant around. Farmers can produce fertilizer independently which will save production costs. Apart from being used alone, farmers can also sell fertilizer products to other farmers who need them, of course, this will increase farmers' income opportunities. On the online shop platform, POC fertilizer, a type of 1 liter packaging, is sold at IDR 50,000 till IDR 75,000.

- **Creativity/ Innovation**

From Nothing to Something → From cucumber waste to sustainable organic fertilizer

POC Eco-enzyme Product Solution



Figure 3. POC Eco-enzyme Final Product

CASE STUDY 2: Tomato Farming Problem



Actual Problems

The second case came from a tomato farmer from Cianjur Regency, West Java. Tomatoes are also prone to physical damage. Tomatoes also often experience erratic price fluctuations. During the main harvest season, the price of tomatoes is often below the Cost of Production (HPP) due to overproduction while market demand remains stable. If this is the case, the farmers have no choices and are forced to sell cheaply their crops, sometimes even farmers leave their tomato production in the garden without harvesting because they have to pay for the harvest. Tomato HPP around IDR 3,000, - / Kg. During the harvest season, the price of tomatoes drops to IDR 1,000 - 2,000 / kg, of course this price is very detrimental to farmers.



Tomato Farming Problem



Figure 1. Tomato harvest yield



Figure 2. Off-grade Tomato

Problem Solution



- **Student idea:** Applying innovation & reativity by processing tomatoes into "Tomato Chips" products. Farmers are directed to turn the threat of overproduction and low prices into opportunities to increase added value. During the Covid-19 pandemic, people also need healthy snacks to increase endurance.
- **Product packaging problems;**
 1. The packaging size and price are not suitable for the segment of children with limited allowance, children complain if they want to buy these tomato chips for IDR 10,000.
 2. The packaging model is less attractive to consumers, consumers want attractive models and colors on the packaging.
- **Student ideas :**
 1. Make small packages at affordable prices, for example IDR 2,000 - 5,000 specifically for the children segment.
 2. Modify packaging according to consumer tastes, so that consumer buying interest will increase again.

Problem Solution



Figure 3. Tomato Chips and Packaging Models

Feasibility



1. Environmental feasibility

Processing tomatoes into chips will reduce the potential for wasting crop yields. Waste that is not utilized will damage the environment. By utilizing exceeding tomato production will reduce the potential for waste and help protecting the environment.

2. Technical Feasibility

The production of tomato chips is very feasible, because the ingredients used take advantage of the surrounding potential (exceeding tomato production). The production process is also relatively easy.

3. Economic Feasibility

The production costs are quite affordable, the supporting materials are relatively affordable and easy to obtain. Tomato chips can reach various age segments from children to adults with price adjustments. On the tourist route of Cianjur, tomato chips are very suitable to be sold as regional souvenirs. In the future, the production of tomato chips can be a promising home industry business opportunity.

- **Creativity / Innovation**

From Nothing to Something ☑ **From fresh tomatoes to processed tomato chips**Kelayakan lingkungan

CASE STUDY 3: Ornamental Plant Farming Problem



Actual Problems

Pict Tani is a farming unit that is engaged in the business of ornamental plants, especially secondary ornamental plants (cactus). Pict Tani faces an actual problem, namely the large number of competitors who are activists of ornamental plants which at any time can threaten Pict Tani's business.



Problem Solution



- **Student ideas:**

- ✓ Making a Succulent Plant Gift Box. Most ornamental plant sellers only sell potted ornamental plants, are not packaged in attractive packages and are not equipped with other accessories. It's boring and seems mundane. In addition, some ornamental plants on the market are overvalued, and make ornamental plant enthusiasts switch to plants that are cheaper and don't require a lot of effort to maintain them.
- ✓ Many succulent plants are sold in the market place with various shapes and colors at affordable prices. To develop products and characterize business peculiarities, students created a breakthrough, namely with the idea of making a succulent plant gift box.

Problem Solution

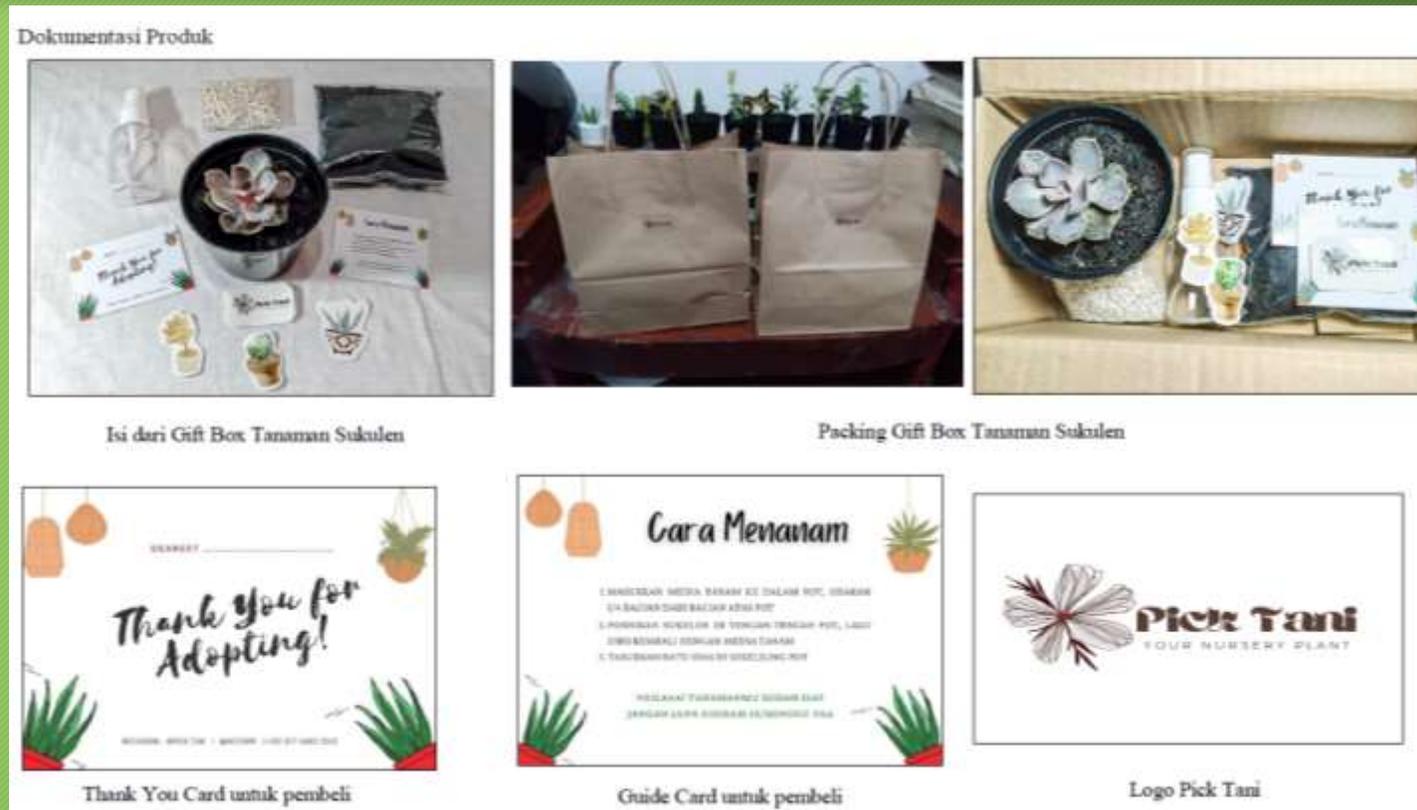


Figure 1. Succulent Plant Gift Box Package

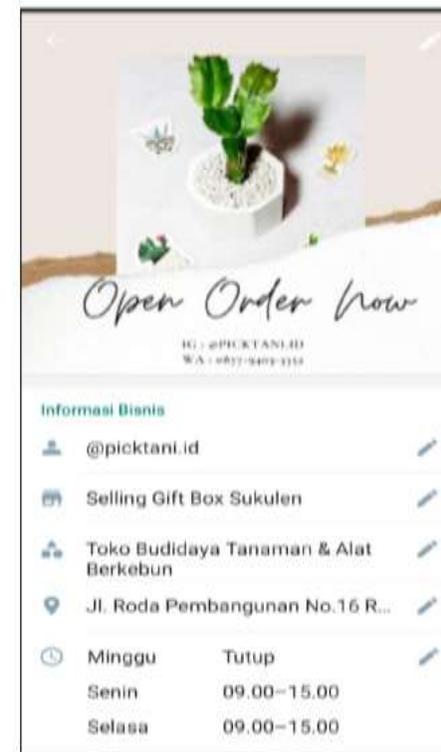
Problem Solution



Instagram @picktani.id



Instagram @picktani.id



WA Bisnis Pick Tani

Figure 2. Pict TaniMarket Place

Problem Solution



The figure consists of three screenshots from a WhatsApp chat interface:

- WA Bisnis Pick Tani:** Shows business hours for the week: Senin (09.00-15.00), Selasa (09.00-15.00), Rabu (09.00-15.00), Kamis (09.00-15.00), Jumat (09.00-15.00), and Sabtu (Tutup). It also includes an email field, an Instagram link, and a phone number: +62 877-9403-3352.
- Pemesanan oleh customer:** A conversation where a customer orders for Rp 30,000. The chat includes messages: "Baik kak", "Total produk nya jadi Rp. 30.000 ya kak.", "Silahkan kirimkan bukti transfer ke No.Rek BRI [redacted] a/n Maylina Putri Rahmasari", "Produk akan kami kirimkan setelah bukti transfer dikirim ya kak", "Terimakasih telah order di @picktani.id", and "Have a great day". A screenshot of a bank transfer confirmation for Rp 30.000 is also shown.
- Review produk oleh customer:** A customer review of a succulent plant. The text reads: "THANK YOU FOR ADOPT OUR BEAUTIFUL SCHLUMBERGERA X BUCKLEYI SUCCULENT". The photo shows a small green plant in a white pot with a tag that says "Pick Tani".

Figure 3. Communication with Consumer

Feasibility



1. Technical Feasibility

Succulent plants are resistant to drought, easy to care for and strong in delivery (not wilt). Plants are packed into gift boxes or hampers containing succulent plants, pots, decorative stones, planting media, spray bottles, thank you cards, guide cards and free stickers. Technically this business is feasible to develop.

2. Economic Feasibility

Gift box prices are still affordable in all circles. Buying a Gift Box is certainly more economical because buying one by one such as succulent plants, pots and planting media will require a lot of money. Gift Box innovation certainly provides a solution to the actual problem of the ornamental plant business.

3. Social Feasibility

The youth segment is currently in favor of several prizes in the form of gift boxes. Usually gift boxes or hampers are used as gifts for various events such as birthday gifts, graduation gifts, or even for them to learn to care for these plants themselves. Socially innovative gift boxes or hampers are acceptable.

Creativity / Innovation

From Nothing to Something 📌 From an ordinary ornamental plant to an attractive package

THANK YOU

