

Strategic Management

Mr. Hasnul Suhaimin & Dr. Samuel PD Anantadjaya

Presentation Day - Saturday, July 8, 2023



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THE DUKE OF EDINBURGH'S INTERNATIONAL AWARD



IPMI Webinar

DRIVING CHANGE: UNLOCKING SUSTAINABLE BUSINESS STRATEGIES FOR A GREENER FUTURE

Saturday, 8 July 2023 | 9.00 am

LEAD PRESENTERS:



Bernard Timotius
IPMI MBA Student



Bobet Evih E. I. R.
IPMI MBA Student



Dian Sidhi N.
IPMI MBA Student

COMPANIES INVOLVED:

PT Syngenta Indonesia

PT Delta Dunia Makmur Tbk

DSM Animal Nutrition & Health Indonesia

INITIATOR:



Ir. Hasnul Suhaimi, MBA
IPMI Faculty Member

JUDGE:



Dr. Samuel PD Anantadjaya
IPMI Faculty Member

MODERATOR:



Wimar Adi Wismono
IPMI MBA Student

MC:



Amalia Seruni
IPMI MBA Student



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LIMITED SEATS

REGISTRATION LINK:
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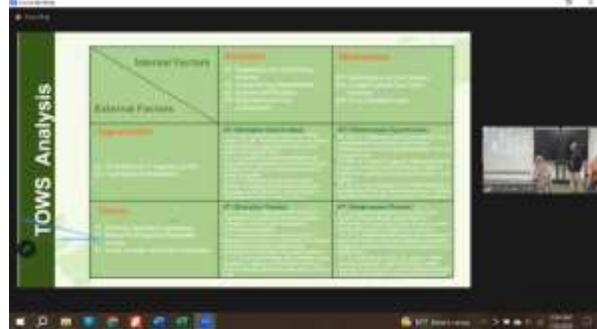
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Group 1: Bobeth, Dwi, Sylvia



Conclusion

As a coal mining service contractor, Delta Dunia is facing a significant challenge in developing a sustainable strategy, primarily driven by the transition to clean energy, environmental regulations, and community engagement. However, the emerging opportunities for diversification, supporting the energy transition, and fostering relationships, Delta Dunia can navigate the challenge and position itself as a more sustainable and responsible player in the global energy landscape.

- ### Recommendation
- Delta Dunia needs to move from "Risk efficiency" to "Beyond Compliance Leadership", so the company can go beyond the minimum requirements, seek strategic opportunities, and contribute to the long-term well-being of the environment and society.
 - Develop partnerships with renewable energy companies to explore potential joint ventures or projects that align with sustainable energy transition goals.
 - Continuous assessment of the business model to identify opportunities for diversification beyond coal mining services into other sectors with stronger sustainability prospects.
 - Leverage expertise in the coal mining industry to offer consulting services for sustainable mining practices, helping clients improve their environmental performance.
 - Take advantage of operational efficiency to reduce energy consumption and waste generation, delivering cost-efficient and sustainable solutions to mining industries.
 - Invest in R&D of advanced technologies for coal mining, focusing on innovations that improve environmental

- ### Recommendation
- Join a green club or other related sustainability membership can provide companies with a platform to improve their sustainability efforts, access valuable resources, collaborate with industry peers, and enhance the company brand reputation.
 - To have other green ISO certification as it serves a tangible proof of the company's commitment to sustainability and provides a framework for ongoing improvement in environmental management.



Group 2: Astrid, Bernard, Oktafia, Amalia
Leading Agricultural Company



Ms. Mirna Mutiara – Business Sustainability Manager

The Good Growth Plan of syngenta

Presenting exciting 22 actions for an agricultural vision that is regenerative

- Reduce the carbon footprint of agricultural operations
- Improve the efficiency of water use in agriculture
- Reduce the use of pesticides
- Improve the efficiency of nitrogen use

Enabling farmers to plant with precision and reduce waste

Regenerative Farming Practices of syngenta

Promote the adoption of Biological and Chemical Input

- Reduce tillage
- Integrate Livestock with Crops
- Reduce the use of Pesticides
- Plant in the Right Year/Season

VALUE CHAIN ANALYSIS

VRIO Analysis

V R I O

- Valuable: Yes
- Rare: Yes
- Inimitable: Yes
- Organizable: Yes

Recommendation

Adopting the best and the highest standard to produce

Advocate further regarding the right-hand method to the Member of Environment

Recommendation

Expanding on learning technology with nature agriculture

Expanding more to have new packaging technology that can be applied in aluminum

Recommendation

Leverage digital technology to reach growers

Allowing them to access to various information/changes coming from the community program/organization

Alternative Solution

New Portfolio

Digital Initiative - Tools to Grow

Renewable Energy

Group 3: DSM = Wimar, Rifki, Dian

More than a Century for Successful Transformation

Overcoming Global Disruption

Market, Growth & Sustainable Living

Why DSM

- The purpose of DSM is to create brighter lives for all. As a global science-based company with cross expertise, they offer critical contributions by developing solutions that address several of the world's biggest challenges. They achieve this by using all the scientific and innovation assets they have.
- The Journey will be partnership driven. The commitment for 2030 is that DSM's innovative sustainable alternative solutions are an integral alternative, but not the only products across the world.

DSM Strategy

Product portfolio has high environmental and societal challenges and other opportunities

DSM is uniquely positioned and has capabilities to capture these opportunities

This unique program portfolio leads to positive impact on people and planet

Building a growth company that delivers long-term, performance-driven products & growth

Responsibility to our own people and planet

Reducing our own carbon footprint

Helping our clients to reduce their own footprint

Caring for the world's most vulnerable communities

Helping our customers to improve their own footprint

How DSM Executing Sustainability Strategy?

Are they executing all competitive environmental strategies?
Are they executing sustainable value innovation strategy?

Eco-Efficiency

Perfectly Execute Lean Thinking + Industrial Symbiosis

The unique Ecosystem Alliance network Accelerates decarbonization

SPOTLIGHT
DSM, French-United Netherlands, US, for production of breakthrough omega-3

Beyond Compliance Leadership

Corporate Environmental Reputation and Leadership

Beyond Compliance Leadership - Ambition & Commitment

DSM Ambition in Sustainability

DSM OHSO targets to reflect the latest science

Watershed 2025

- Reduce greenhouse gas (GHG) scope 1+2 by 20% versus 2019 by 2025
- Reduce GHG intensity (scope 1+2) by 15% by 2025
- Reduce water intensity (scope 1+2) by 10% by 2025
- Reduce energy intensity (scope 1+2) by 10% by 2025
- Reduce waste intensity (scope 1+2) by 10% by 2025

Goal 2025 Commitment 2025
A commitment to reduce GHG emissions and water use by 2025

Eco Branding

DSM Products already have Environmental Product Declaration

Enabling partners to reach food eco-labeling

Environmental Cost Leadership

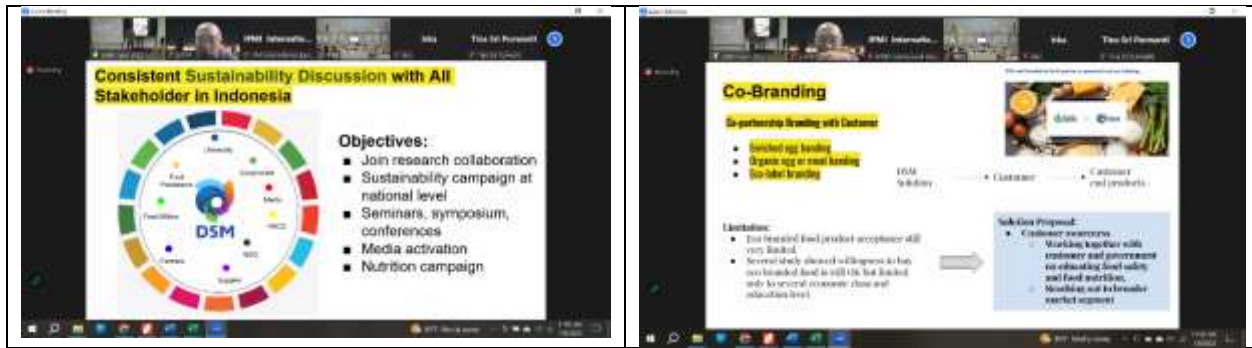
Product designed to support life cycle thinking

DSM able to showcase product nature

Aligning buyer/supplier interests via servicing

SWOT and TOWS Analysis

Internal Factor	S - Strengths	W - Weaknesses
External Factor	O - Opportunity	T - Threats
	S-O Strategy	W-O Strategy
	S-T Strategy	W-T Strategy



Do not do to others that something you do not like to do for your
 Utilitarianism = for the greater goods
 Goods to all = universalism