

**ENTREPRENEURSHIP PROJECT**  
**Mini Botanica**



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## **EXECUTIVE SUMMARY**

This report talks about a business project made by 3 IPMI Students for an Entrepreneurship Project class, which is a DIY Kit Plant business, called Mini Botanica. The report stated the background of the business and the process of the business along the way until the end of the IPMI bazaar day. This report will show the results of the business project from the profit, until the self-reflection from the group about the future of this project.

# CHAPTER 1

## INTRODUCTION

Sustainability has become one of the most concerning issues in recent years because organizations and people's actions affect the environment. Because urbanization increases and more and more people decide to live in urban areas, the problems of waste management and sustainable lifestyle are acute. As one of the biggest and most populated cities in Southeast Asia, there are many environmental issues in Jakarta, with plastics, pollutants and resource wastage. Such products have become valuable assets that have the capacity to minimize the use of wasteful products that pollute the environment in today's world more than before.

### 1.1 Opportunity

The issue of concern at the moment is the ever-rising environmental issues due to the use of plastics most especially in cities such as Jakarta. Most horticultural input products use plastic pots, non-recyclable packs, and artificial pesticides and fertilizers, all of which end up as wastes. Consumers are waking up to the fact that most of what they purchase are environmentally unfriendly and are therefore looking for environmentally friendly products. Though several sustainable gardening alternatives that deliver convenient features and are environmentally friendly are still scarce in the local market.

Mini Botanica solves this issue by offering plant packages: biodegradable pots, eco-friendly soil, organic seeds, decorations, and instructions included in minimalistic and environmentally friendly pots. This product promotes a greener and cleaner way in which the customers are able to cultivate plants considering the effects which it has on the environment by minimizing wastage. With Mini Botanica that offers a unique opportunity to have all sustainable gardening services provided they are contributing to the reduction of plastic wastes within urban areas.

### 1.2 Market Analysis

#### *Target Market Analysis using Value Proposition Design*

The main group of consumers that Mini Botanica addressed is active green citizens of Jakarta, focusing on young people at the working age, millennials, and Gen Z who are in search of eco-friendly products. This group is computer literate, young, and becoming more concerned about the sustainability of consumption in their societies. They do want to be environmentally friendly and make more environmentally friendly choices but again the ease or feasibility is usually the issue. Mini Botanica to fill this gap with a product that is not only convenient but also environmentally friendly as well.

The Value Proposition for this target market is well captured in the concept of this simple switch to sustainability. The customer desires a product that is simple to use but at the same time resonate with their philosophy of not wasting resources. Mini Botanica is exactly that – affordable, convenient and easy, yet sustainable and environmentally-friendly home-gardening solution and an opportunity for customers to make a difference. Key elements of the value proposition include:

- **Convenience:** An all-in-one plant package that contains everything needed to start growing plants right away.
- **Eco-friendly:** Biodegradable materials for the pots, packaging, and other components.
- **Aesthetic appeal:** Attractive plant decorations that make sustainable gardening fun and stylish.
- **Educational:** Easy-to-follow instructions that make gardening accessible, especially for beginners.

#### *Competitor Analysis*

As the market for using environmentally friendly products is emerging in Indonesia, especially in the populated cities like Jakarta, the availability of products that focus on only the concept of environmentally friendly products like gardening requirements is still in a very small range. Immediate competitors in the sustainable gardening segment include small local organic food stores, internet stores, and a few brands selling biodegradable pots or environmentally friendly plants. However, many of these competitors often have specialized on gardening tools or organic plants without having the comprehensive approach in a manner that combines an environmentally friendly and readily portable protective material with structures and plants.

In the case of competition, the Tokopedia and Bukalapak companies have a wide range of sustainable gardening products, but there is still no plant package with biodegradable items and easy instructions specifically for beginners in gardening. While local stores such as Taman Botanica and Eco-Green may have basic organic plants or pots, they lack an overall solution to the problem. However, Mini Botanica has its competitive advantage here by providing all the elements needed in a plant kit that will enable urbanites to practice sustainable gardening with easier and less stress than having to source individual components.

Not only does this put Mini Botanica in a better place than its competitors, but it also sets a defining space for the brand, in the realm of the urban sustainable fashion conscious market with more room to expand as sustainability becomes more widely adopted in Indonesia and the rest of the world.

With this, a combination of strong product innovation and understanding of the local market, Mini Botanica is well placed to capture the increasing demand for green products in Jakarta's city landscape.

## **CHAPTER 2**

### **BUSINESS ANALYSIS**

This chapter includes the implementation of your business (not the plan of your business).

#### **2.1 Business Description**

##### ***2.1.1 Vision and Mission***

MiniBotanica is a plant-based DIY kit designed to inspire sustainable living and foster a deeper connection to nature in an increasingly urbanized and fast-paced world. Each kit comes with seeds of one of five plant varieties—butterfly pea, cosmos, marigold, roselle, or sunflower—offering customers the joy of cultivating their own greenery at home. To enhance convenience and accessibility, the kit includes a biodegradable pot and step-by-step instructions accessible via QR codes. MiniBotanica is committed to sustainability, from its eco-friendly packaging to the promotion of green living through hands-on planting experiences.

Our vision is to create a greener, more sustainable world where individuals and communities embrace the importance of environmental stewardship. Our mission aligns with this vision, as we aim to provide accessible, engaging, and environmentally conscious tools that empower people to reconnect with nature. Through MiniBotanica, we strive to bring the benefits of gardening into the lives of both beginners and seasoned plant enthusiasts while fostering awareness about the critical role of green living in shaping a sustainable future.

##### ***2.1.2 Business Objectives***

MiniBotanica's primary objective is to promote awareness of the importance of green living for future generations. In a world dominated by technology and urban lifestyles, we aim to rekindle humanity's connection with nature. By making gardening accessible and enjoyable, we hope to inspire individuals to integrate eco-friendly practices into their lives and create a ripple effect of environmental consciousness within their communities.

Another key objective is to establish MiniBotanica as a leader in the sustainable DIY market. We aim to set ourselves apart through innovative product design, superior customer experience, and a strong commitment to environmental values. Additionally, we are committed to maintaining the highest quality standards, ensuring that our products consistently exceed customer expectations and support our mission of promoting sustainable practices.

Finally, we aim to build a loyal customer base that shares our passion for sustainability. By educating and engaging our customers, we aspire to foster a community of environmentally conscious individuals who are empowered to make a difference in their lives and the world around them.

### ***2.1.3 Product Planning and Prototyping***

To ensure the success of MiniBotanica, we have partnered with a trusted vendor introduced by Kevin, one of the project's co-founders. This vendor brings extensive expertise in the field, significantly reducing the risk of product development issues and ensuring high-quality outcomes. Prior to engaging with the vendor, we conducted multiple rounds of product testing to refine our offerings and achieve the perfect balance of functionality, user-friendliness, and sustainability.

Our product development process is meticulous and detail-oriented. Each component, from the biodegradable pots to the seed selection, is carefully chosen to align with our sustainability goals. The inclusion of QR codes for step-by-step instructions exemplifies our commitment to innovation and customer convenience. By combining thorough planning with expert collaboration, we have created a product that is both practical and inspiring.

Looking forward, we plan to continually improve and expand our product line based on customer feedback and emerging trends in the sustainability space. This iterative approach ensures that MiniBotanica remains at the forefront of the green living movement while consistently delivering value to our customers.

### ***2.1.4 Pricing Strategy and Plan***

MiniBotanica's pricing strategy is rooted in the principles we learned from IPMI, ensuring a competitive yet profitable approach. We have carefully analyzed our cost structure, market positioning, and target audience to arrive at a price point that reflects the value of our product while remaining accessible to a wide range of customers. Our pricing strategy also incorporates dynamic promotional offers, such as seasonal discounts and bundle deals like "buy two, get one free," to attract and retain customers.

Promotion is a key pillar of our strategy, supported by the marketing frameworks we've studied, including the 4Ps—product, price, place, and promotion. We emphasize creating awareness through strategic campaigns that highlight the unique features and benefits of MiniBotanica. Additionally, we leverage social media, partnerships, and influencer collaborations to reach a broader audience and enhance brand visibility.

By aligning our pricing and promotional strategies with our broader business objectives, we aim to achieve a balance between profitability and purpose. This approach allows us to grow our business sustainably while fulfilling our mission of promoting green living and environmental stewardship.

### ***2.1.5 Logistic and Distribution Plan***

Our logistics and distribution strategy is tailored to ensure efficiency and cost-effectiveness in sourcing and delivering the components of our plant kits and bazaar accessories.

For the plant kit components, we source items from various vendors with connections to the CEO. These include degradable pots, seeds, and soil. By leveraging these personal networks, we ensure high-quality materials at competitive prices. The accessories for the bazaar, such as painting supplies, bracelet strings, chalkboards, stickers, and charms, are procured from multiple vendors on e-commerce platforms. This diverse sourcing approach allows us to access a wide range of options while keeping costs manageable.

In terms of distribution, we plan and execute procurement well in advance to ensure timely delivery and preparation. Orders for the plant kit components are placed approximately one month before the sales launch. Once the materials arrive, they are stored at Kevin's residence, which serves as a temporary storage hub. Packaging is conducted collectively after class hours, with Kevin transporting the materials to campus using his personal vehicle. This centralized packing system ensures all components are organized and ready for sale.

For bazaar decorations, smaller items are ordered closer to the event—typically two weeks prior. Kevin oversees the procurement of these items, which are stored at his place until the day of the bazaar. On the event day, he brings the decorations directly to the campus, simplifying logistics and reducing the risk of misplacing smaller items.

This streamlined approach to logistics and distribution ensures that we maintain operational efficiency while delivering a seamless experience to our customers.

### ***2.1.6 Promotional Mix Strategy***

Mini Botanica's promotional mix strategy is designed to effectively reach our target audience while maximizing brand awareness and engagement. The primary focus of our promotional efforts is leveraging social media platforms, particularly Instagram. Through our Instagram account, **@minibotanica**, we share visually appealing content to highlight our products, promote special offers, and engage with our audience. This platform serves as our main channel for digital campaigns, enabling us to reach a broader demographic and build an online community around our brand.

Sales promotions play a vital role in our strategy. We frequently offer discounts and special promotions, such as "Buy One, Get One" deals, to incentivize purchases and encourage repeat customers. These promotions are prominently featured on our Instagram page to ensure visibility and drive traffic to our products.

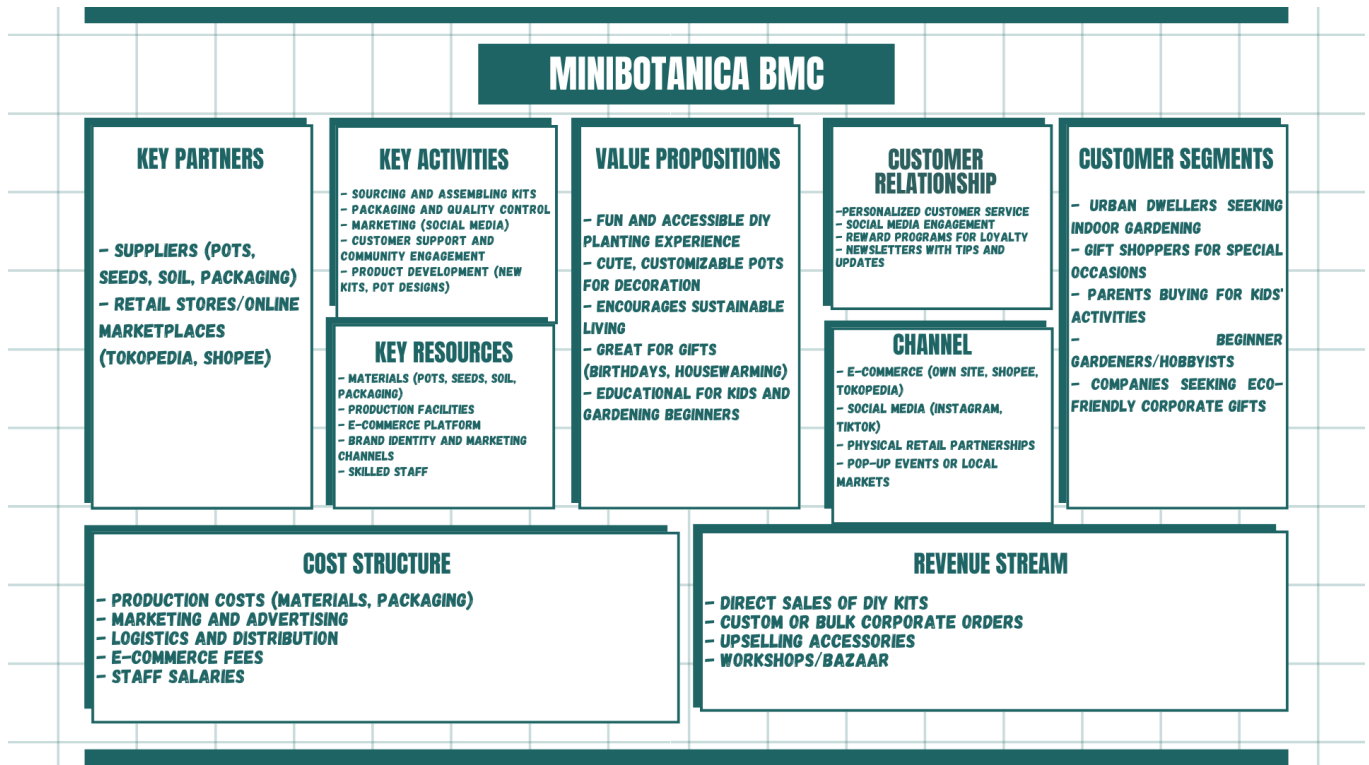
In addition to digital marketing, we engage in direct selling within the IPMI campus community, targeting students, staff, and faculty members. By adopting this approach, we create a personal connection with our customers, allowing them to interact directly with our products and team. This not only facilitates immediate sales but also helps foster trust and loyalty among our local customer base.

This dual approach—integrating social media marketing with face-to-face interactions—ensures that Mini Botanica effectively combines the benefits of digital outreach with the personalized touch of direct selling.

### ***2.1.7 Business Model Canvas***

Below is the detailed Business Model Canvas of Mini Botanica's business model.





## 2.2 Organizational Structure

At Mini Botanica, we are committed to creating a sustainable future through eco-friendly plant packages, and our organizational structure reflects this commitment. The structure is designed to be agile, efficient, and aligned with our core values of sustainability, innovation, and customer satisfaction. We have three key leadership roles: the **Chief Executive Officer (CEO)**, the **Chief Operating Officer (COO)**, and the **Chief Marketing Officer (CMO)**, each responsible for critical functions within the business.

### 1. Kevin - CEO (Chief Executive Officer)

**Job Description:** CEO stands for Chief Executive Officer and is the topmost position in an organization reporting the overall administration of the business strategy, mission, and management course. Kevin's major tasks involve charting the company towards the achievement of the marketing objectives, getting Mini Botanica's goal of advocating sustainable living and environmental conservation at all organizational levels. The primary roles here are that Kevin will be the face of the brand ; build key partnerships, be responsible for investor relations, and make decisions at the company-level that will lead to growth and profitability.

#### Key Responsibilities:

1. Strategic Vision and Leadership: Convey Mini Botanica long term goals, objectives and direction to every employee of the company.
2. Executive Decision Making: Discuss the general strategies and directions of the business as well as the idea of new production, partnership, and market coverage.
3. Financial Oversight: Take responsibility for the company's funding, revenue streams and profitability. Check that fiscal objectives are relevant to the organisation's vision.
4. Team Building: Establish, develop and maintain an effective leadership organization to deliver the

vision of the company. Demand for sustainable and innovative organisation, and responsibility for that.

5. Stakeholder Relations: Oversee business relationships with investors and other parties with interest in the company.

6. Risk Management: Screen out potential threats to the business and manage them in a way to make the business future proof.

## **2. Ardi - COO (Chief Operating Officer)**

**Job Description:** Based on what we have discussed earlier, the COO is liable for the profession of the administrative work of the company and management of the company's business. Ardi will be more concerned on the operations within the company CCP. As a result, the company's strategic planning and organisational structure are optimised and the COO guarantees Mini Botanica timely delivery of the products with the highest quality/efficiency/sustainability standards.

### **Key Responsibilities:**

1. Operational Management: Co-ordinate the day-to-day management of Mini Botanica such that all units deliver on the strategic plan.

2. Supply Chain & Logistics: Purchase sustainable materials for use (such as biodegradable pots, environmental soil) and secure the right channels or ways of packaging the plant packages. Sustain communications with suppliers and make sure that they adhere to every aspect of sustainability.

3. Quality Control: Products must conform to the company's quality and sustainability points of view. Always ensure there are systems, structures, and systems for the improvement of those processes and structures.

4. Process Optimization: Look for weaknesses in the operation of the company and implement change for the enhancement of efficiency.

5. Human Resources: Take full responsibility for general management of employees, including recruiting and selecting employees, training and developing employees. Promote a positive organizational culture that recognizes and supports the employee to think out of the box.

6. Compliance & Sustainability: Make sure that all business processes are carried out according to the presently existing laws and environmental requirements. Maintain the use of sustainable practices as a policy across all the activities executed by Mini Botanica.

## **3. Virginia - CMO (Chief Marketing Officer)**

**Job Description:** As the CMO, Virginia needs to design and execute the company's marketing strategy for the overall branding, selling, and customer attraction. Social media and online advertising are among the responsibilities she will be in charge of along with public relations, brand management, and customer relations. She plays a crucial role in making Mini Botanica the sustainable brand in Jakarta and making sure that the company's communication matches the target segment.

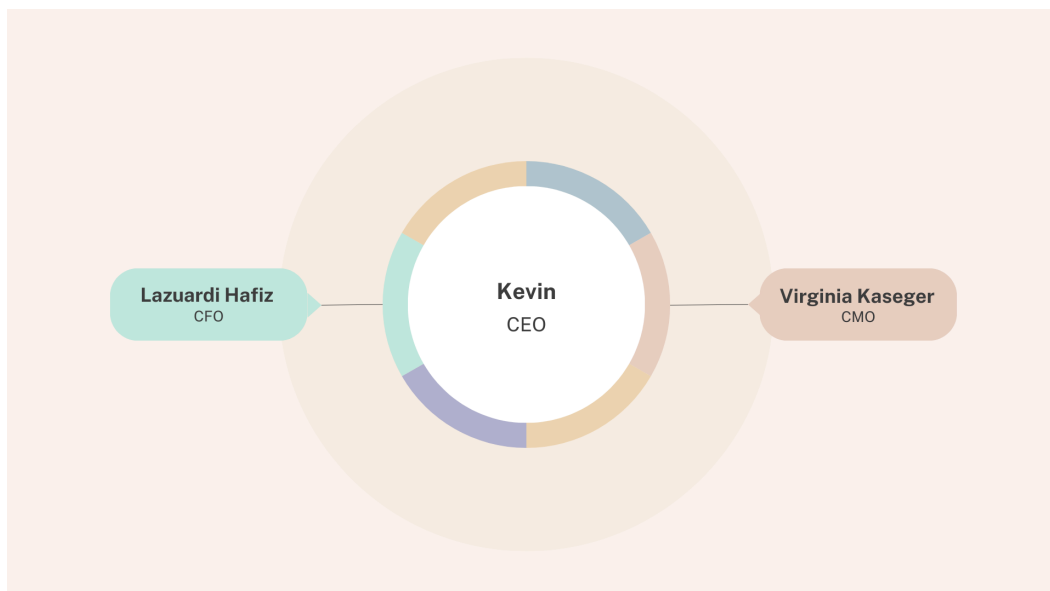
### **Key Responsibilities:**

1. Brand Strategy: It involves strategic development of Mini Botanica's brand positioning portfolio, and its correct positioning that is in consonant with the company's sustainability values. Embrace the ideas within the narrative that will enable share of mind and achieve customer engagement among the target market.

2. Marketing Campaigns: Oversee the conception and implementation of digital, social media and other marketing initiatives for clients that generate attention and consume. The best campaigns ought to be

on the basis of performance indicators.

3. Customer Insights: Strong market research and customer segmentation to know exactly customer, potential and buying habits. Insights have to be used to guide marketing strategies.
4. Content Creation: Coordinate web content and different social media programs to include new material for websites/articles /blogs etc. in line with the brand image/narrative.
5. Public Relations: Oversee the PR to enhance the extent to which the brand is visible and well perceived in the market. Identify all media outlets, opinion leaders and partners that will help to achieve brand goals.
6. Customer Engagement: Design customer interaction approaches that can be employed through streamlined mechanisms to achieve guaranteed and satisfactory customer satisfaction figures that are in harmony with Mini Botanica's green approach.
7. Sales Enablement: Collaborate with the sales team in order to develop texts and campaigns that shall complement the sales work. Ensure marketing is inline with absolute and relative sales goals and aims.



## 2.3 Financial Aspects

The financial budgeting for MiniBotanica reflects our commitment to offering high-quality products at an accessible price point. Each DIY kit costs us approximately 25,000 to 28,000 IDR to produce, which includes materials such as biodegradable pots, seeds, eco-friendly packaging, and QR code development. This cost range ensures that we maintain the sustainability and usability of our product while managing expenses effectively.

To maintain profitability, we sell each box at a price of 35,000 to 38,000 IDR, depending on the promotional strategies and pricing models in use. These promotions include discounts and bundle deals designed to attract customers while maintaining a healthy profit margin. Our flexible pricing approach allows us to adapt to market trends and customer preferences without compromising our financial goals. At the end of the bazaar we manage to create profit with a total of IDR 1,500,000 on the COGS for all the product and for the final sales we manage to generate IDR 2,100,000 in sales which means we have IDR 700,000 in profit.



## **CHAPTER 3**

### **CONCLUSION AND RECOMMENDATION**

#### **3.1 Summary of Business Performance**

The overall performance of the group, from the initial stages of forming the team and brainstorming ideas to the final execution on Bazaar Day, was smooth and efficient. The group demonstrated strong coordination, clear communication, and effective problem-solving skills throughout the process. All tasks were completed on time, and every member contributed their skills and effort to ensure the success of the project. Their hard work culminated in the IPMI Bazaar on November 16, 2024, where they were honored with the title of Best Business Performance. This recognition highlighted not only their commitment to excellence but also their ability to stand out among competitors. Additionally, the group achieved a commendable financial success, generating a total profit of Rp700,000 by the end of the semester. This achievement reflects the group's ability to manage resources, engage customers, and execute their business strategy effectively.

#### **3.2 Future Business**

Recognizing the increasing demand and profits generated through this project, the three members of the team are considering extending the DIY plant kit business beyond its initial scope. This positive outcome has inspired the group to explore new opportunities for growth and innovation. Moving forward, the team plans to develop enhanced strategies and introduce fresh, creative designs for the plant kit packaging to appeal to a wider audience.

In addition, the group aims to expand its market reach beyond the IPMI community, targeting potential customers from broader demographics and regions. This expansion will involve refining marketing efforts, diversifying distribution channels, and potentially collaborating with external partners to scale operations.

The team is optimistic about the future of Mini Botanica and is motivated by the ongoing support and encouragement from IPMI faculty members, peers, and friends. With their continued backing, the group aspires to grow the business further, transforming it into a sustainable and impactful venture that brings joy to plant enthusiasts and supports eco-friendly practices.

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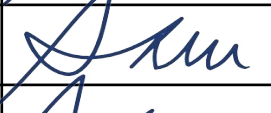


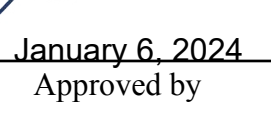
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**APPENDIX-1**  
**ENTREPRENEURSHIP CONSULTATION FORM (On SiAkad)**

**Name of Business** : Mini Botanica  
**Members** : Kevin, Lazuardi, Virginia  
**Program Study** : BBA IPMI International Business School  
**EP Supervisor** : Sam PD. Anantadjaya

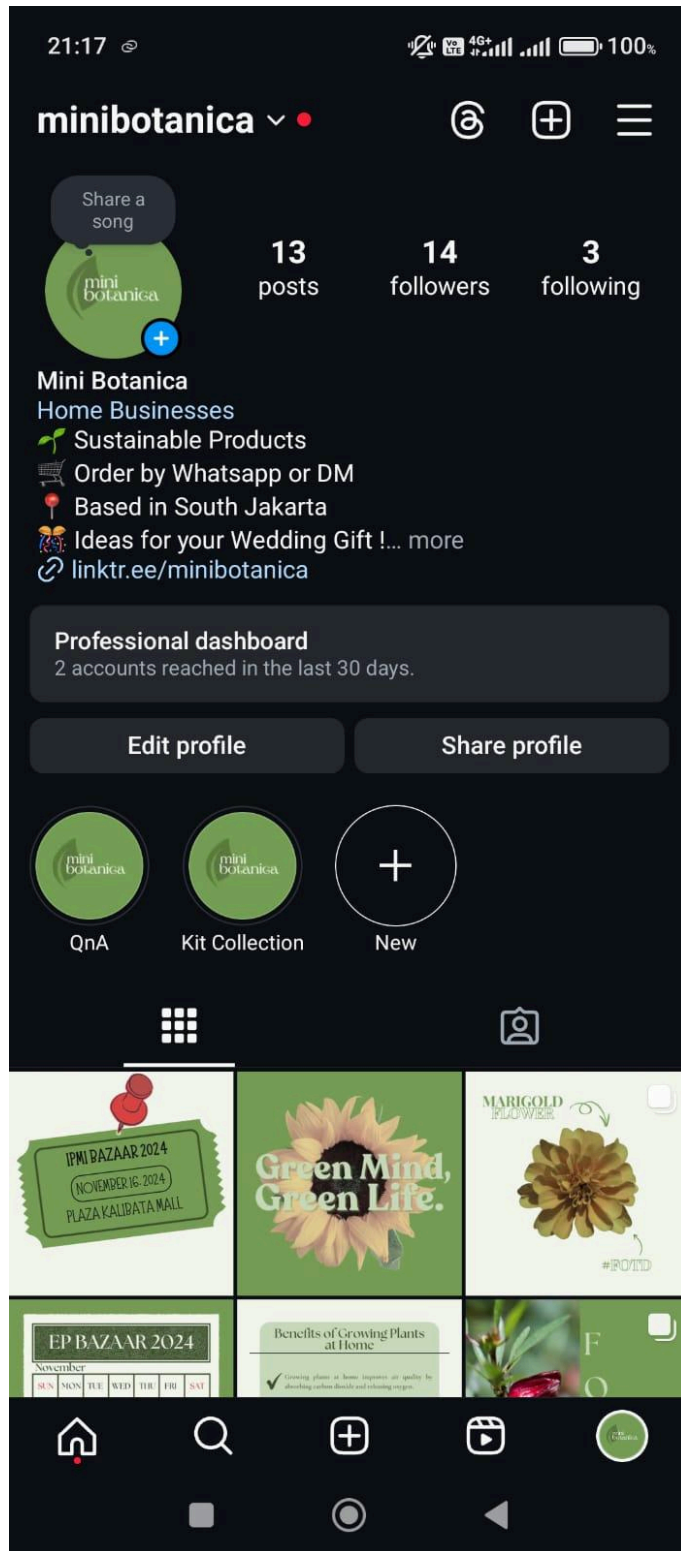
No	Topics	Date	Signed by the EP Supervisor
1	Introduction and Discuss related with our Ideas	4 October 2024	
2	Product and Discuss about our strategy	19 October 2024	
3	Business Model Canvas & Booth	30 October 2024	
4	Report sales & next project collaboration	14 November 2024	
5	Result and the whole process from the project	16 November 2024	

Jakarta, January 6, 2024  
 Approved by



( Sam PD. Anantadjaya )  
 Dept.

## APPENDIX-2 Instagram Account





### APPENDIX-3 Bazaar Documentation

