



idea
company

In a nutshell
We are...

CREATORS, THINKERS, CRAFTERS,
GROWERS, EDUCATORS and
STATEGISTS.



Who Are We

Idea Company Sdn Bhd, founded in 2010, has a wide and strong network of valuable affiliates deeply experienced in the agricultural industry that covers the spectrum from upstream to downstream activities and operations.

Its agriculture technology and food distribution ecosystem, JustGood Group, is central to a network of in-house smart farms (JustGood Roots) and partners (JustGood Farm) whose focus is on chemical pesticide-free and sustainable crop production, while integrating the use of technology alongside the vast skills and expertise of modern farmers for efficiency and expansion.

Traceability is one of the cornerstone principles in the group, permeating every step in the supply chain from farm to fork, through JustGood Grocer and JustGood Meals.





Who Are We

This fulfills increasing demands from well-informed, conscience-driven customers who demand transparency in knowing where their food comes from and who appreciate high-quality produce that is economically stable and environmentally sustainable.

From crop rotation to optimal growing practices, laws and regulations, water and soil quality information, and the use of various technologies, Idea Company has been instrumental in delivering know-how and expertise to its partner farms and specialists.

What We Do

We provide the full spectrum of services required to make an idea work, which includes:

I

Ideation, building and launching of a start-up or business via feasibility study (systems analysis and design, business feasibility study).

D

Daily operations services (HR, accounts, procurement, supply chain and logistics, sales, marketing, customer service and business intelligence and development). Developing and growing businesses.

E

Execution of the business operations to help achieve business goals.

A

Analysing various financial and operational models as well as digital operational models.

Decision and direction support system to help chart the business direction.

What Sets Us Apart

Our people

Our people make all the difference. We are seriously passionate about what we do, and we bring any idea to life. No idea is too small or too big.

Our approach

We take a hands-on approach – we guide and demonstrate as opposed to advising how to build, operate and excel in the ecosystem.

Our expertise

Our team consists of experts across categories and vertically through agriculture, distribution, logistics, supply chain, sales, marketing and merchandising so we can anticipate market demands and respond to meet and exceed expectations.



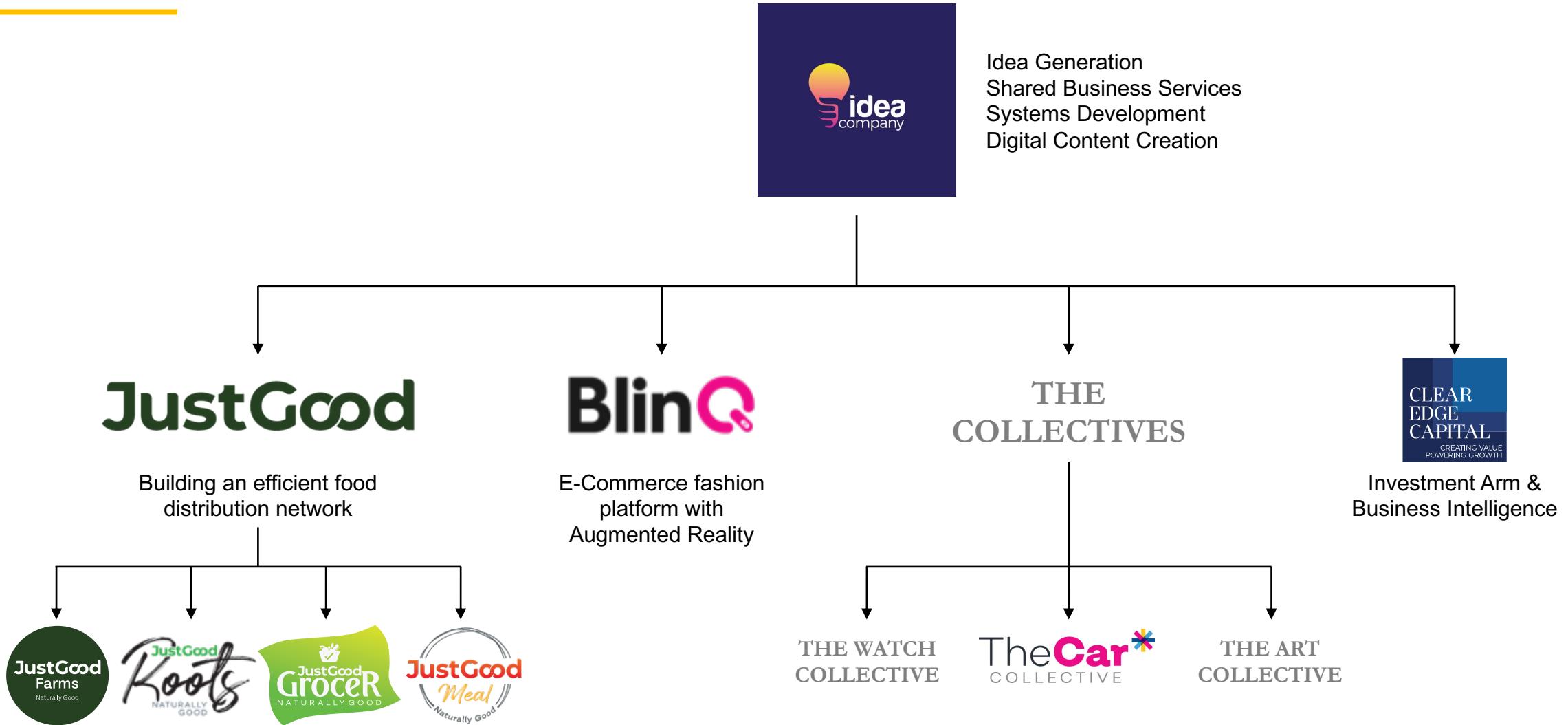
“At Idea Company, we do things differently by showing and guiding partners how to do things rather than telling them based on desktop case studies and analysis. With our strong business and technical underpinnings and operational strength, we’re able to grasp problems as a whole and come up with comprehensive solutions.”

– Zachary Aman, *Group Managing Director of Idea Company*



WHAT KEEPS US BUSY

Our Delivery Units





JustGood

Just good is about building an efficient food distribution network that feeds the future.



Our Farms

We grow 10 types of crops. 9 indoors and one outdoors with different planting methods. We are practitioners of Precision Agriculture or Smart Precision Farming and we are constantly pushing the boundaries of what's possible in farming.

How so? We are growing highland crops in lowland in controlled environments 50km-60km away from Kuala Lumpur. For example, the highland crops that we grow based on literature can only thrive in 18-23 degrees Celsius water, but we are growing them at 28-29 degrees Celsius! This requires effort in R&D and growing of the produce from the crop type to the seed source and variant and so on.



Did You Know?

The average age of farmers in Malaysia based on statistics is 53. Unfortunately, the perception of being a farmer in this country is not something positive. Most people perceive a farmer as poor and uneducated and from non-urban areas.

In some countries, this is seen as a gentleman's job where you require discipline, physical strength and intelligence.

Based on 2020 statistics, Agriculture contributed 101.5 billion to our nations GDP where by 25.9% includes fruits and vegetables.

Reference: Khazanah Research Institute, Agriculture Exodus? Insights from Youth Aspirations Discussion Paper 6/20, 27 April 2020.



What Our Farmers Are Facing

1. Farmers do not always obtain the best deals due to a lack of pricing transparency.
2. Many farmers have the produce but not the financial means to commercialise it.
3. They have no choice but to rely on middlemen.
4. They do not have access to real-time data or an alternative market.
5. Many purchasers in big cities don't want to deal with small-time farmers who produce in small quantities.
6. They lack knowledge about agricultural best practices and adoption of the latest cutting-edge technology.
7. Farmers do not use precision agriculture or apply the most up-to-date farming technologies.
8. Farmers are lacking expert support.
9. Costs such as pesticides, fertilisers, seeds, tools, and machinery are too high for an individual farmer to bear
10. Logistical problems (Availability of transporters, drivers' salaries, fuel, spare parts, insurance).
11. Funding and cashflow.



What Our Farmers Are Facing

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HOME / MALAYSIA

Malaysians shun '3D' jobs because of social stigma, not low wages, employers say

Wednesday, 17 Feb 2016 11:03 AM MYT

BY KAMLES KUMAR



THE EDGE MARKETS
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MALAYSIA CORPORATE

Spike in fertiliser price will lead to higher production cost for planters in 2022, says UOB KayHian

Tan Siew Mung / [theedgemarkets.com](#)
November 10, 2021 12:31 pm +08



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HOME / MALAYSIA

Malaysia's highland farmers fight for survival in Covid-19 pandemic

Friday, 16 Jul 2021 02:00 PM MYT



Flower growers have to throw their flowers because there is no demand during FMCO 3.0 in Cameron Highlands June 12, 2021. — Picture by Ahmad Zamzahuri

IN MALAYSIA

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Malaysia's looming food crisis

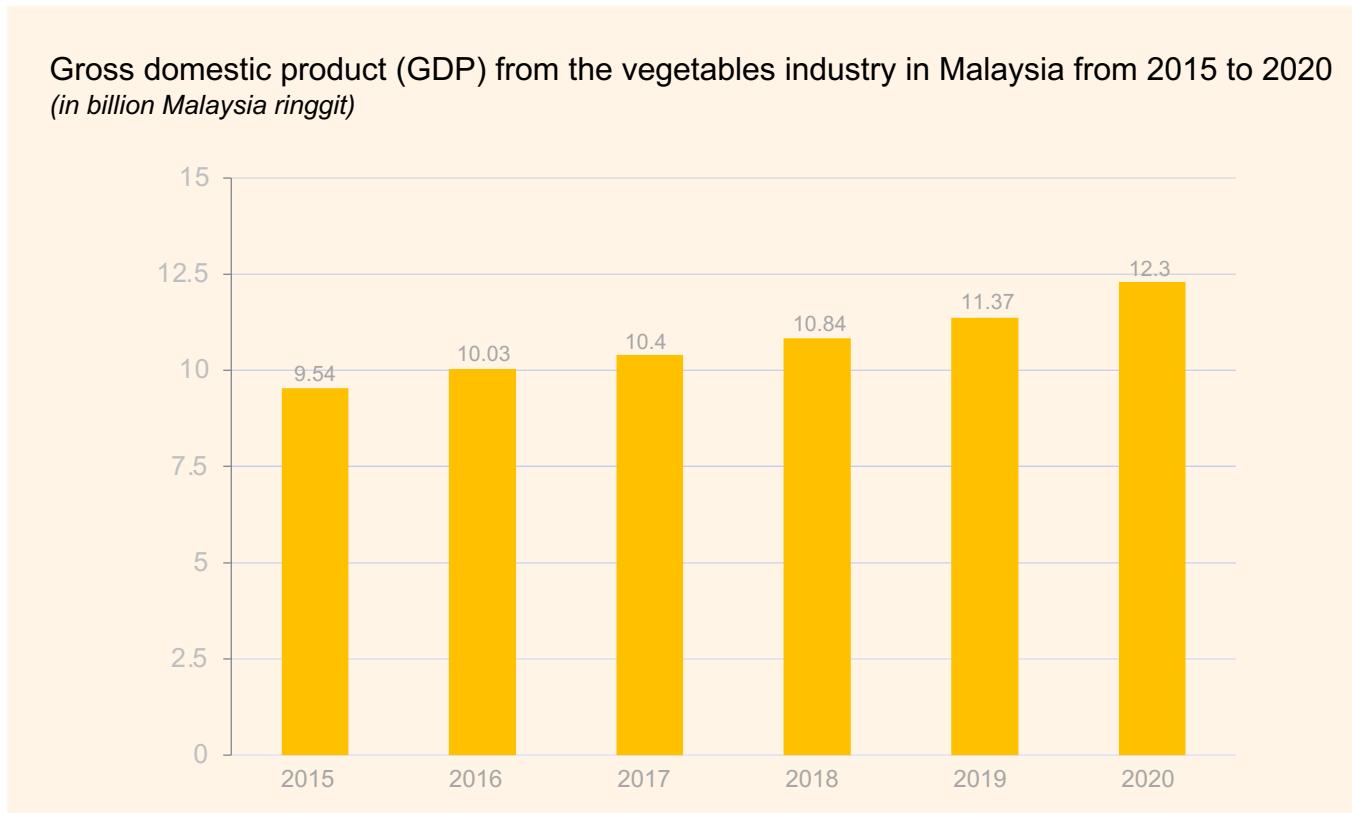
Letter to the Editor - February 28, 2022 7:30 AM

818 Shares 391 120 236 32



From A National Perspective

In 2019, agriculture contributed 7.1 percent (RM101.5 billion) of the country's Gross Domestic Product (GDP). Oil palm contributed 37.7% of the total value added in the agriculture sector, followed by **other agriculture (25.9%)**, livestock (15.3%), fisheries (12.0%), forestry and logging (6.3%), and rubber (3.0 percent).



*Source:

https://www.dosm.gov.my/v1/index.php?r=column/cthemeByCat&cat=72&bul_id=RXVKUVJ5TitHM0cwYWxIOHcxU3dKdz09&menu_id=Z0VTZGU1UHBUT1VJMFipaXRRR0xpdz09

Release date

November 2021

Region

Malaysia

Survey time period

2015 to 2020

Supplementary notes

1 Malaysian ringgit is equal to 0.24 U.S. dollars and 0.21 euros as December 2021

From A National Perspective

- Malaysia is still looking for solutions to its food security problems.
- We rely heavily on essential food imports
- Pandemic uncertainty, supply chain disruptions, wars, and climate change are factors that add to this issue.

Self Sufficiency Level (SSL)

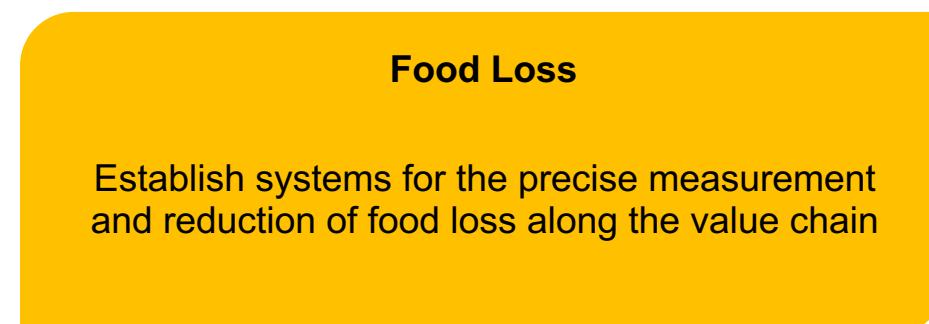
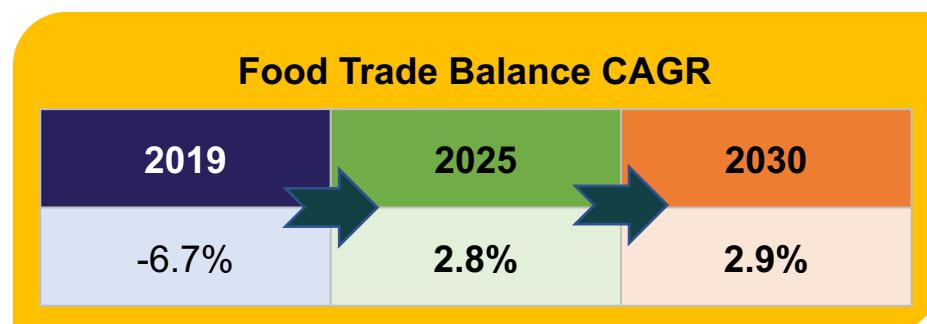
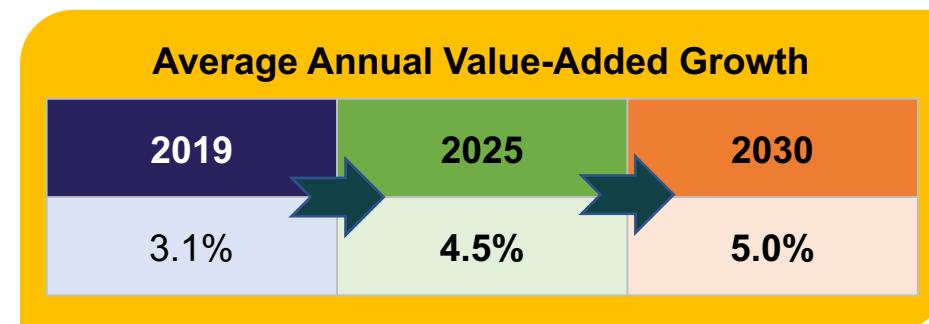
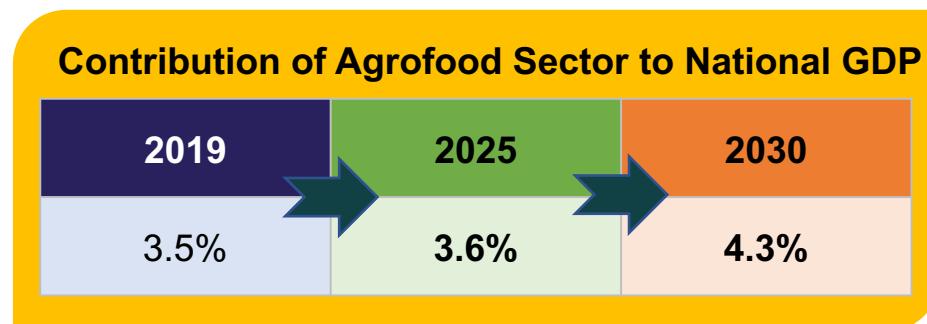
Major Food Commodities	2019	2025	2030
Rice	63.0%	75.0%	80.0%
Fruits	78.2%	80.0%	83.0%
Vegetables	44.6%	70.0%	79.0%
Food Fish	93.0%	95.0%	98.0%
Beef	22.3%	50.0%	50.0%
Poultry Meat	104.1%	120.0%	140.0%
Poultry Egg	119.1%	114.0%	123.0%
Fresh Milk	63.0%	100.0%	100.0%

*Source: Executive summary National Agrofood Policy 2021-2030 (NAP 2.0)

How Are We Making A Change

We are supporting our National Agro-Food Policy 2.0 (DAN 2.0) by

1. Increasing sector's economic contribution:



*Source: Executive summary National Agrofood Policy 2021-2030 (NAP 2.0)

How Are We Making A Change

We are supporting our National Agro-Food Policy 2.0 (DAN 2.0) by

2. Improving social wellbeing:

Income Level of Agrofood Sector

Higher monthly net income of food producers, whom the majority fall under B40 income group

Food Waste and Food Nutritional Quality

Malaysia is committed towards reducing food waste and increase food nutritional quality for end consumers

Local Participation in Agrofood

Provide more employment, recreation, education, and communal farming opportunities to the local population

*Source: Executive summary National Agrofood Policy 2021-2030 (NAP 2.0)

Our Promise To Our Customers

Stable prices

**Stable supply throughout
the year**

Better pricing

Better quality produce

**Transparency in the
supply chain**

Chemical-pesticide free

**Matching supply and
demand for a consumption
point eventually and
reducing wastage**



Our Distribution Centre

Our distribution centre houses our grocer warehouse as well as kitchen. Our online grocer brings a variety of local artisanal products and a selection of imported products.

Our Kitchen

Our kitchen is helmed by a team of professionals that have been working in the hospitality industry locally and overseas. Executive Chef Malcolm works closely with our consultant nutritionist to meticulously curate ready-to-eat and ready-to-cook meals that are balanced, nutritious, wholesome and full of flavour.

BlinQ

BlinQ is a fashion ecommerce platform that carries major fashion retail brands and uses proprietary technology to address two fundamental issues in online fashion retail while also assisting local designers through the Asean Houz Program.

The Asean Houz Program

This is a program in which we recruit and collaborate with local designers from across the region to provide them with a platform to promote and sell their work. There are also plans in place to develop this into a full practical/education program, like what is done in the JustGood's Planter's Program.





Returns due to incorrect clothing size or fit

BlinQ has created an augmented reality system that allows clients to view how they might look in a certain piece of apparel. The augmented reality technology determines the correct size for the customer based on measurements acquired during registration. The present version of the system can accurately recommend the correct size of the item, lowering the number of returns when purchasing from this platform.

Verification of the authenticity of luxury leather goods

BlinQ will be working with a renowned Japanese company to verify the authenticity of luxury leather goods.



The Car Collective

The Car Collective is a bespoke restoration service for vintage, classic, and modern classic automobiles. This service also includes locating and selling these cars for discerning automotive aficionados and collectors.

The Art Collective

The Art Collective is a service that finds and sells artwork to collectors and art aficionados.



The Watch Collective

The Watch Collective is a service that finds and sells high-end timepieces to watch collectors and aficionados.



WHERE YOU HAVE SEEN US

“A network of smart greenhouses emerges over Malaysia”

What is better than a grower producing fresh crops? A whole network of them, all collaborating to provide chemical pesticide-free and fresh produce. That is what the JustGood Group in Malaysia is doing. When the pandemic hit, they saw the opportunity to build a network of farms by partnering with other farms in response to the increasing demand for healthier food. Now, not even two years later, they grow green coral, red coral, red oak, butterhead, baby spinach, baby pak choy, coriander, daun sup (Chinese parsley), and mint.

Together is better than alone

They do not, however, simply let other farms do all the growing; they have their own greenhouse and their own brand with four business verticals under one roof: JustGood Roots, which focusses on growing their own types of vegetables, JustGood Farms, which manages and nurtures partner farms to grow selected vegetables under their supervision, JustGood Grocer, which focusses on warehousing and online retailing, selling fresh produce and other daily necessities, and JustGood Meal, which, through their online platform, offers ready-to-eat and ready-to-cook meals, which are all made with their fresh produce.

Their collaboration with other farms across Malaysia, however, is what distinguishes them. “We operate a network of farms of varying sizes within selected geographic areas within the country. By doing so, we reduce various operational risks and ensure our produce is of a higher quality. We have built a complete ecosystem of operations that elevates the farm-to-fork focus, as we take the distance from our distribution centers into account: the shorter the distance between the farm to the fork, the fresher the produce will be. That is what the consumers want,” said Zachary Aman, Group CEO of JustGood Group. (above)



Moreover, “JustGood Group’s network is expanding, and it also covers countries beyond our boundaries. We have identified various partners locally and abroad, and we are working with hardware manufacturers to come up with a more efficient and cost-effective configuration of the IoT systems and equipment we use in our farms. However, we are very careful about our geographic expansion, as we don’t want to compromise our ability to maintain transparency and traceability, and above all freshness of the fresh produces to consumers.”

That transparency is a priority at JustGood Group: “We offer traceability and transparency, so consumers have peace of mind knowing where their fresh produce comes from and that it is produced ethically.” Sustainability and smart farming, too, are high on their list: “In our greenhouse, we grow using sustainable, smart precision farming methods.”



Source:

<https://www.hortidaily.com/article/9368304/a-network-of-smart-greenhouses-emerges-over-malaysia/>

"Idea Company, MMU embark on smart farming partnership"



By New Straits Times - February 21, 2022 @ 11:05am



KUALA LUMPUR: Sabah-based Idea Company Sdn Bhd has signed a Memorandum of Understanding (MoU) with Multimedia University (MMU) to formalise a collaboration on a smart farming programme. The programme involves utilising farming technology to produce better yields, whilst improving the quality of life for farmers.

In a statement, Idea Company managing director Zachary Aman said the MoU signifies a unique partnership between a private entity and a tertiary institution to produce the next generation of farms and farmers. He said MMU was a strong and suitable partner for the company in their journey to further develop and strengthen the agricultural ecosystem.

"The programme is designed to recruit and train junior growers in Malaysia to create a pool of next generation farmers, who will not only produce high quality and high yield outputs all year round, but are adept at overseeing the day to day operations at next generation farms where farming technology is optimised," he said.

He said MMU has many relevant faculties that cover the scope and focus required for the success of the entire ecosystem. "We at Idea Company are constantly looking to push the envelope of technology utilisation with regards to changing how we grow and produce our food, for profit as well as with the aim of alleviating the quality of life for Malaysian farmers. Zachary represented the company signing the MoU while MMU was represented by its Chief Executive Officer Datuk Dr Mazliham Mohd Su'ud.

Zachary said they were solving issues in the agricultural industry by training and certifying people who will be equipped and eventually be qualified to work around the region, in areas earmarked by the company in their expansion. Idea Company's agricultural and food distribution ecosystem consists of several verticals, namely, JustGood Roots, JustGood Farms, JustGood Grocer and JustGood Meals, spanning the farm to fork supply chain.

Meanwhile, Dr Mazliham said participants of the Smart Precision Agriculture Junior Growers Programme will also be introduced to modules such as engineering and technology, where they will learn how to incorporate more efficient and accurate processes through innovations in telecommunications, robotics, mechanical and bio-instrumentation technologies. "MMU will provide not just the assessment of participants before, during and after the programme, but also hands-on training modules on subjects such as Design Thinking, Entrepreneurship and business management.

There is the possibility in the near future of MMU conducting short courses and micro-credential programmes by identifying and aligning pedagogical and operational content," he said.

“The meals and produce delivered by JustGood were of high quality. The recipes of the ready-to-eat selection are comforting and nutritious – I’d order these again in a heartbeat.”

The Yum List

eat • drink • stay • spa • explore

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“Our favourite JustGood dish is an intriguing surprise - the Silken Tofu lives up to its name, with a sultry, steamed smoothness, topped with nostalgic inspirations from Malcolm's memories of porridge meals, spanning sautéed choy poh, salted black beans and fried shallots, punchy but not overpowering, robustly savoury without tasting too sodium-loaded”

JustGood: Wholesome meal deliveries with farm-to-fork ingredients, conceived by a top Malaysian chef

January 20, 2022



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- Terms

Our Expert Advisors

Meet the creative minds, builders, doers and growers. These are the people that make the magic happen by bridging the gaps for farmers and smart farms.



Environmental Econometrician

Dr. Scott Salzman

A faculty member at Deakin Business School, an applied statistician, environmental econometrician, numerical modeller, Dr. Scott Salzman's diverse range of interests in disciplinary and interdisciplinary fields equip him with a unique capacity to assess research problems using a disciplined approach.



Smart & Precision Farming Expert

Dr. Ahmad Safuan

Dr. Ahmad Safuan provides strategic research vision, strategies and processes into harmonising national food and agriculture agendas with the integration of cyber-physical systems for modern agriculture technologies aids in the development of smart agricultural technologies for fertilisation and urban agricultural systems.



Large-Scale Farm Expert

En Mahbob Bin Abdullah

Having worked at various plantations in Malaysia and overseas, Mr Mahbob has a vast experience in large plantation set ups and he is actively involved in various boards of Malaysia companies.



Nutrition Specialist

Pn Rokiah Don

Pn. Rokiah Don is a nutritionist, a council member of the Nutrition Society of Malaysia, and the former Director of Ministry of Health Malaysia. She offers thorough advise on all elements of nutrition and food to promote healthier eating.



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