

*Halo Teman Julakan!*



**Julakan**

Since 2017

*#BudidayaMudahdariRumah*

*WWW.JULAKAN.ID*

# PT. Juragan Eternak Indonesia

*a new agriculture way*





# O u r Vision

*"Become a solution in the modern era  
for agribusiness to improve the  
welfare of the fisheries sector in  
Indonesian"*





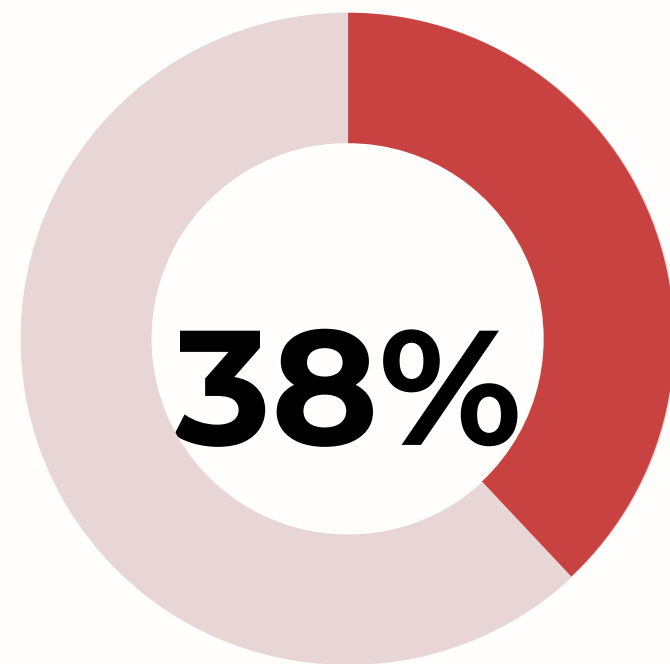
# O u r

# Mission

- **Educate** Online and offline educational programs.
- **Competence**, so that prospective cultivators can cultivate properly and correctly in accordance with the procedures and applicable laws and regulations.
- **Create** Millennial farmers who can build the agribusiness sector in Indonesia

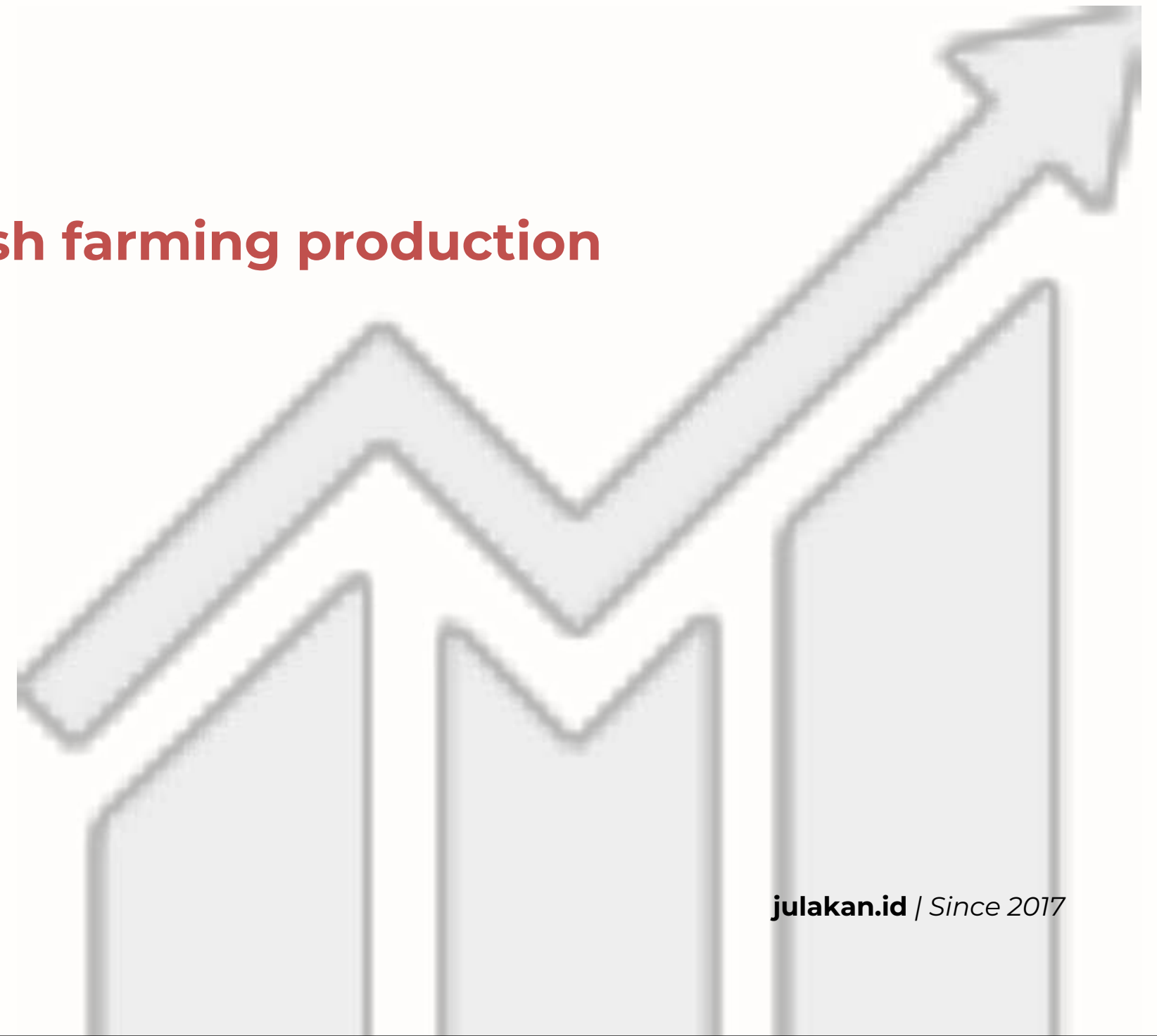


# Catfish Production Growth



The average **growth of catfish farming production**  
for the last 6 years is **38%**

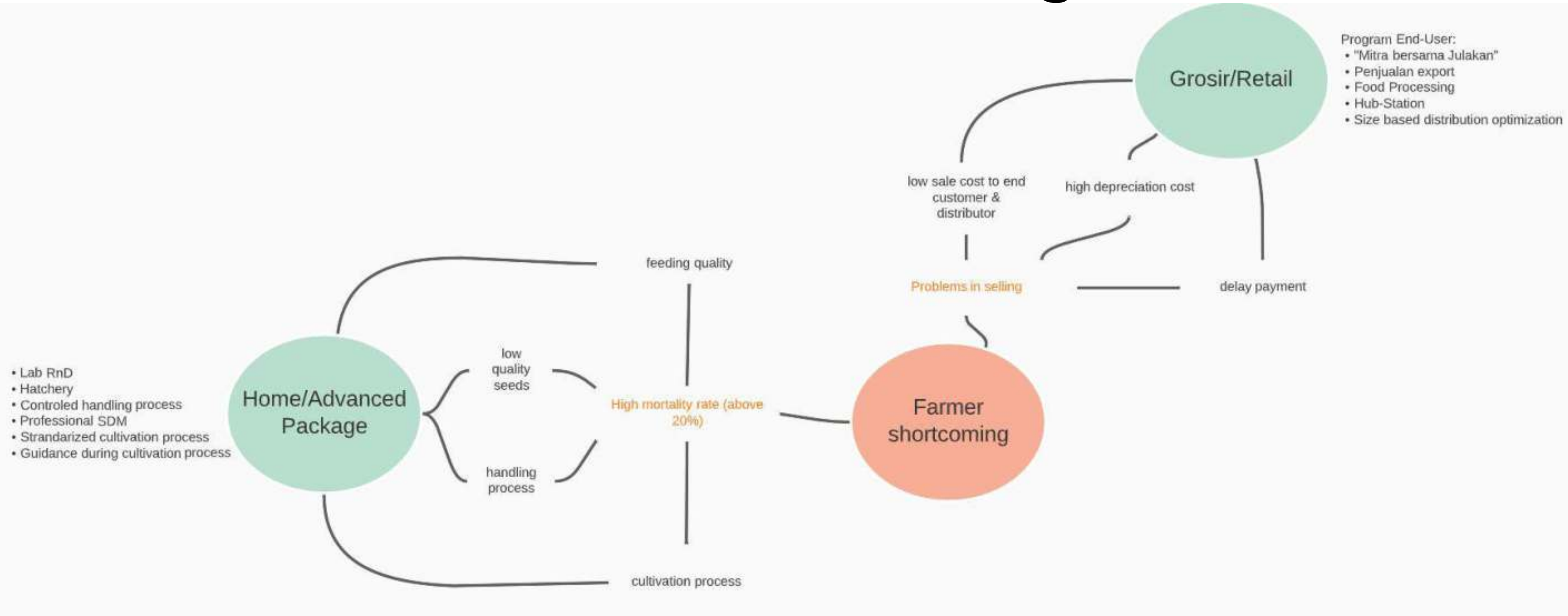
*(2020, Ministry of Marine and Fisheries)*



# Problem

1. Demand for fish in Jabodetabek is about 200 tons/day (tangerangkab.go.id)  
“how many you can find pecel catfish stalls on every street”
2. People want to learn about catfish farming, but don't know where the right place is

# Farmer Shortcoming





## Our Plan

# Hatchery / Pembibitan

## Tujuan :

- *Develop high standarized seed*
- *Lowering mortality rate*

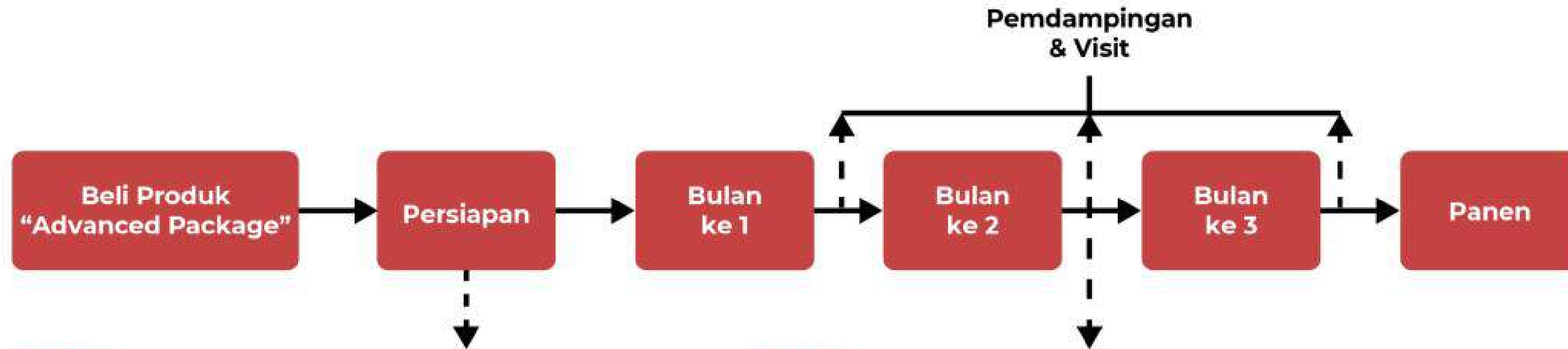
## Market :

- *User Advanced /  
Homepackage (user  
existing)*
- *Existing farmers*





# Journey Advanced Package



**\* Notes :**

1. Tim Julakan melakukan survei tempat.
2. Julakan memastikan tenaga kerja expert siap *on-site* di *farmstation* anda.

**\* Notes :**

1. Julakan melakukan pendampingan selama 3 bulan dengan mempekerjakan *Field Assistant Professional*

## Hasil panen dapat dijual kembali ke Julakan

**Syarat :**

- Minimal 900kg - 1 ton sekali pengambilan
- Daerah masih disekitar pulau Jawa
- Bibit dan Pakan harus dari Julakan



# Ikan lele bisa dijual kemana aja si?



Street Vendor



Traditional Market



Frozen Market



Distributor



Modern Market



Household



Sell to Julakan



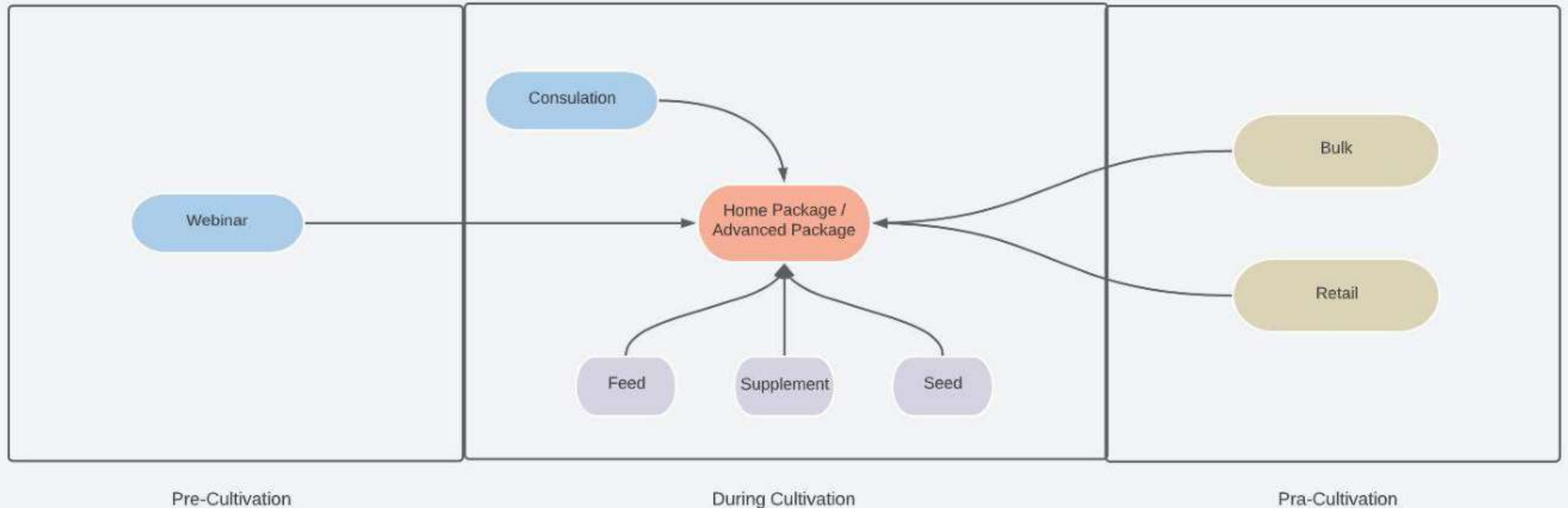
Education  
(MasterClass, Consultation, Webinar)

Cultivation Program  
(Home Package, Advanced Package)

Cultivations needs  
(Suplement, feed, seed)

Trading (Bulk & Retail)

end-to-end stacking business units based on  
cultivation process journey



# Our Products

julakan.id | Since 2017



## Home Package

- 3 sets of pond & accessories
- 13 module for cultivation
- Intensive observation during first 3 months
- Harvest buyback

## Advanced

- 12 sets of pond & accessories
- 13 module for cultivation
- Intensive observation during first 3 months by an on-site expert from Julakan (on site)
- Harvest buyback

## Processed Fish / Frozen

fresh fish such as product:

- fillet fish
- chunk fish
- cracker / snack
- smoked fish

## Julakan Master Clases

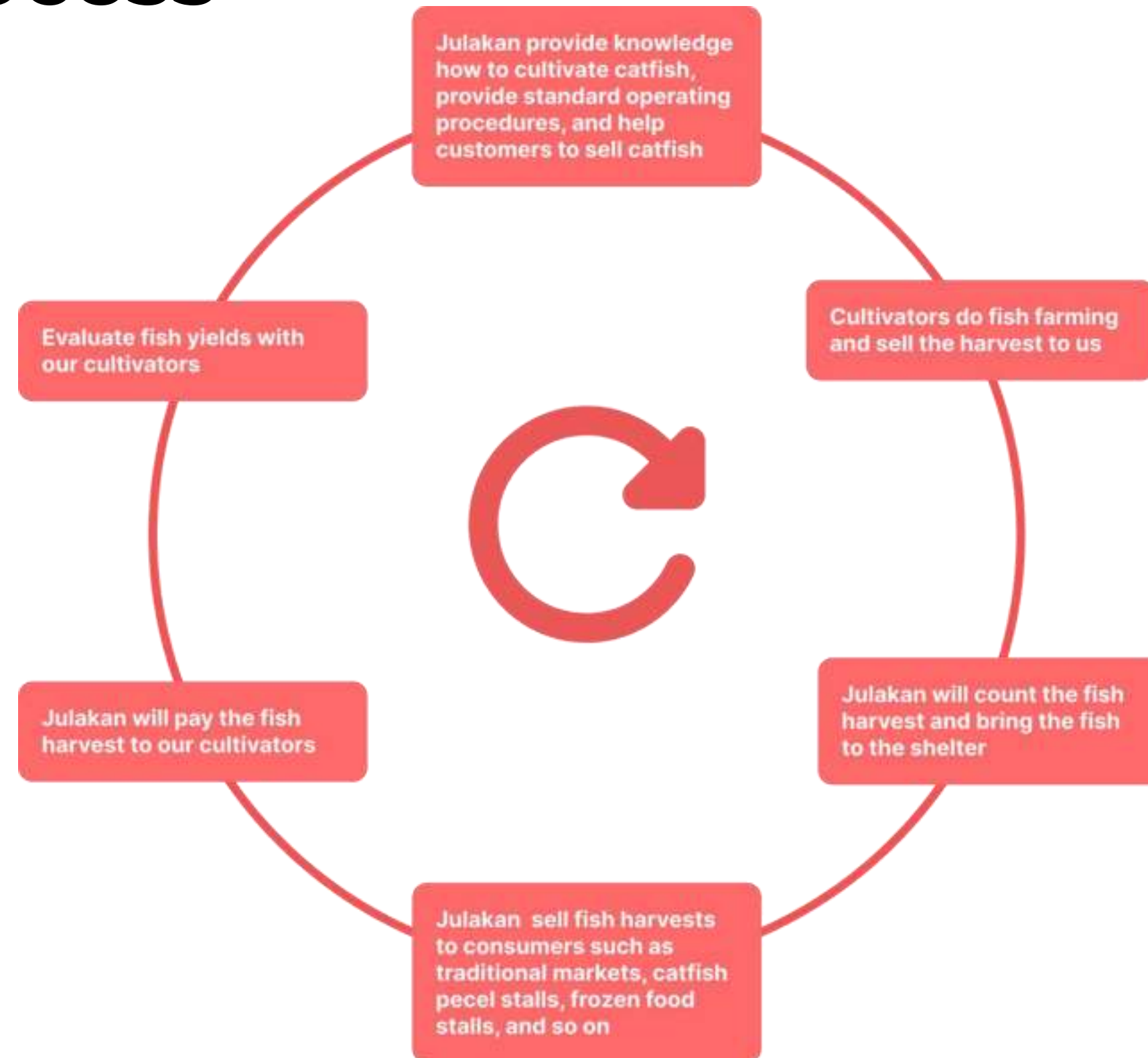
- offline/online webinar & Workshop
- an expert by Julakan
- discussion session
- e-book
- e-certificate



# Solution

*Intensive cultivation (as fast as 3 months process)*

# Business Process





# Market Size

**25.000++**

Pecel Catfish Stall in Jabodetabek

**1111++**

Traditional Market in Jabodetabek  
<https://jakarta.bps.go.id/>

Frozen Food Stall

Food Stall

Export to other country

# These our amazing team



"Dea Menggolo S.I.Kom"

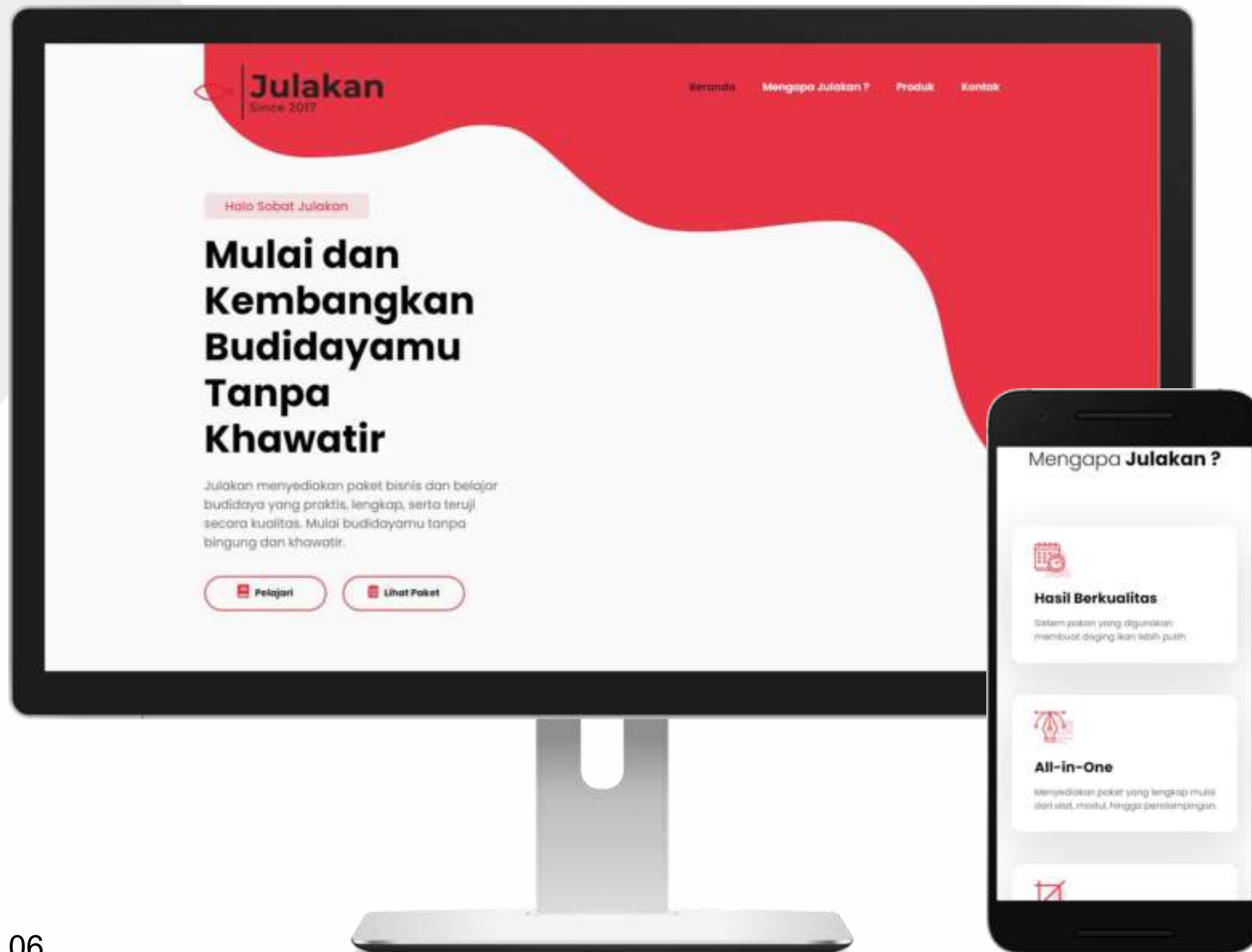
"Kevin Ryan Hadi S.Kom"

"Sana Ariga S.H"

"Adila Raifabri S.I.Kom"

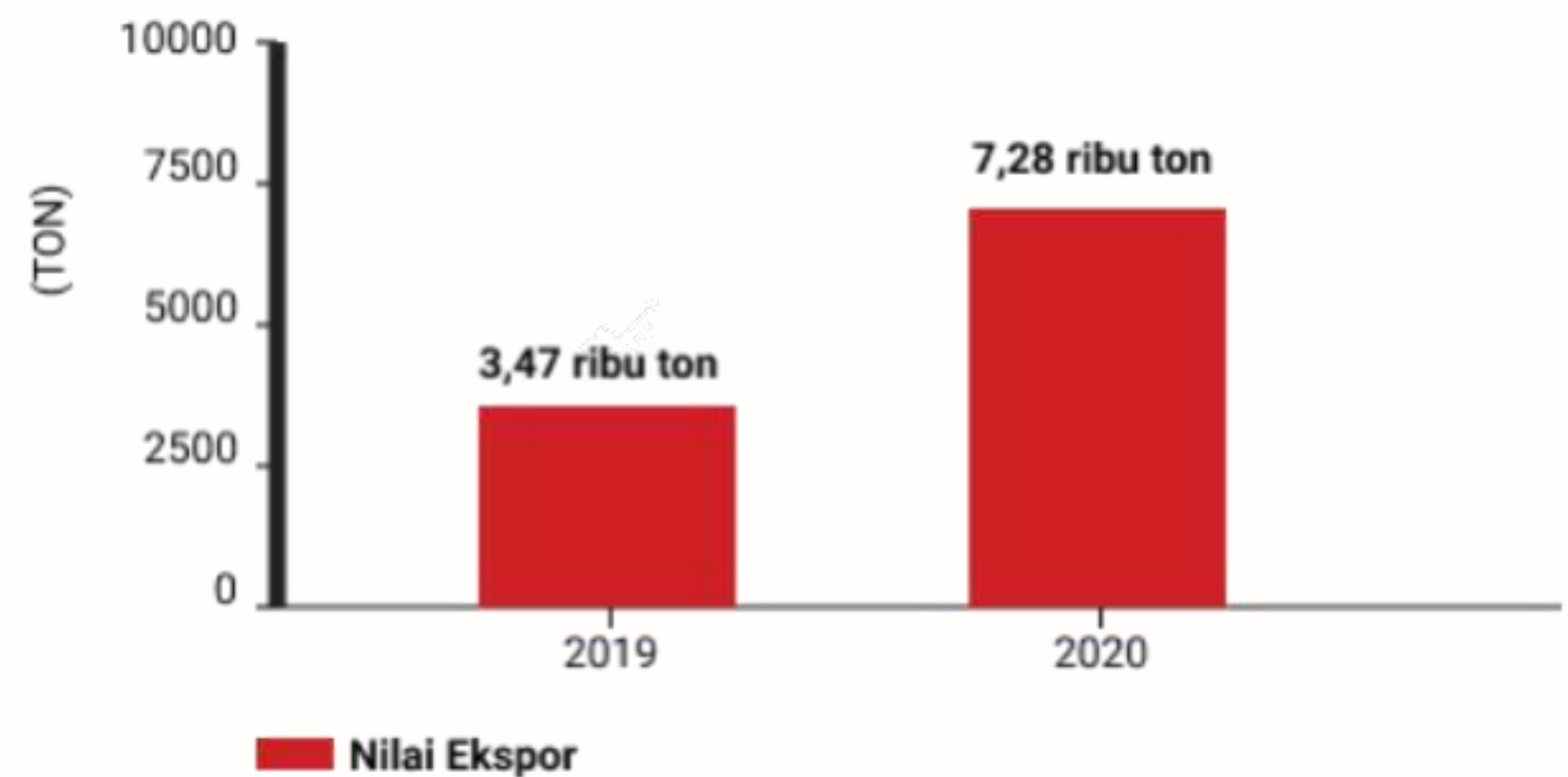
"M.Gandara Ichsan N S.Pi"





**JULAKAN** as an Agriculture company that facilitate and teach agribusiness in the digital era in the field of fisheries and marine affairs with the aim of creating efficiencies in obtaining profits for fish farmer and capital owners, as well as helping to empower fish farmers remotely.

# Growth Catfish Export



(2020, Central Bureau of Statistics)



“a number of countries have become export destinations catfish from Indonesia. These countries include Thailand, European Union, UK, South Korea and Saudi Arabia”



# Our Journey

- Catfish enlargement with 3 catfish ponds
- Supplying catfish to catfish restaurant

2017 - 2018



- Catfish Nuggets Production.
- Yellow Seasoned Catfish Production.
- Fish supplier to Bekasi market.

2019



- Catfish supplier to catfish middleman in Jabodetabek

2020 - now



- Opening a learning class about catfish farming
- Selling a complete package for cultivating catfish
- Farm Stations in Every City

2021 - now





# Our Products



## Home Package

- 3 Catfish Ponds and other stuff to start cultivation
- 13 Catfish Cultivation Modules
- Intensive monitoring for 3 months
- Buy back system from harvest



## Advanced

- 12 Catfish Ponds and other stuff to start cultivation
- 13 Catfish cultivation Modules
- Intensive monitoring for 3 months with expert from Julakan (on site)
- Buy back system from harvest



## Processed Fish / Frozen

- Freshwater fish like :
- fish fillet
- nugget
- snack crackers
- smoked fish



## Julakan Master Class

- Exclusive learning live webinar & Workshop
- Full practical insights and knowledge from the Expert
- Live Q&A session
- Speaker's presentation material
- E-certificate





# Our Farm Station

West Java.





# Our Mission



Loading. .



ON PROGRESS



# Fish trading activities





# This Our Product





# Benefits for Teman Julakan & Fisheries Business Cultivator

## Teman Julakan

*Teman Julakan will get **financial benefits** from the sales of catfish that has been successfully harvested for approximately 3 months (1 cycle), on the other hand, stakeholder will participate in empowering cultivators and fishery business cultivator (processing) in various parts of Indonesia.*

## Fisheries Business Actors

*Fisheries business actors, especially cultivators, will receive capital, training and assistance from experienced experts in the fisheries and marine sector. So it can be a long-term asset for cultivators.*





# <<Big Farm Station Julakan Expansion>>



## Project Description

JULAKAN.ID is a business engaged in the cultivation of freshwater fish, buying and selling fish, training and mentoring, and processing fishery products. we have very big prospects in the field of fisheries. where we facilitate the facilities and infrastructure and even guide the cultivation journey from pre-harvest to post-harvest. In addition, we collaborate and connect directly with markets, street vendors, mini markets, and partners who participate in our program to distribute freshwater fish cultivation throughout Jabodetabek, where the demand for catfish only in Julakan reaches 150 tons/month. It is our high absorption capacity that makes us want to do this project quickly. We hope that with this collaboration we will create a breakthrough Big Farm Station in every city and Centralized in Tangerang Regency. as the first pioneer of freshwater fish farming which can be done by anyone.

## Key Investment highlight

Location	Jl Melati IV Blok A14 no 17, Bekasi Selatan, Jatiasih, Jawa Barat
Estimated Investment Value	IDR 40 Miliar ( Rp40,000,000,000)
Total Area/Land Status	<< 7000 m2>>
Business Scheme	Bundling Package
Project Owner	PT Juragan Eternak Indonesia << Julakan.id >>
Financial Feasibility	Concession Period :25 Tahun Projected Income : 359,822,000 IRR :20.85% NPV : Rp9,808,049,961 Payback Period : 4 Tahun

### Project Owner Profile

**PT. JURAGAN ETERNAK INDONESIA** is a new breakthrough in this digitalization era for cultivators, as well as a liaison and fisheries off-taker who not only educates but provides direct cultivation assistance. By supporting the government to open investment faucets, an idea is called **JULAKAN** or **PT. JURAGAN ETERNAK INDONESIA** provides a way to cultivate in this modern era while still controlling and bridging between business actors who want to start a business in catfish farming.

### Contact Person

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**Occupation:** Founder PT Juragan Eternak Indonesia  
**Phone :** +62 822-5707-0606  
**Email :** julakan.official@gmail.com

# BUSINESS ANALYSIS

## CATFISH ENLARGEMENT

Fixed Costs			
	Biaya	Qty	Total
Buat 5 Adv	Rp 113,337,500	5	Rp 566,687,500
BOP 5 Adv	Rp 113,435,000	5	Rp 567,175,000
Laptop	Rp 8,000,000	17	Rp 136,000,000
Renovasi	Rp 50,000,000	1	Rp 50,000,000
Meja Kerja	Rp 3,000,000	4	Rp 12,000,000
Meja Meeting	Rp 5,000,000	1	Rp 5,000,000
Kursi Kerja	Rp 850,000	21	Rp 17,850,000
Kursi Meeting	Rp 1,500,000	6	Rp 9,000,000
Proyektor	Rp 3,000,000	1	Rp 3,000,000
Rak/Lemari	Rp 4,000,000	4	Rp 16,000,000
Kulkas	Rp 3,500,000	1	Rp 3,500,000
Dispenser	Rp 1,500,000	1	Rp 1,500,000
Kompor	Rp 500,000	1	Rp 500,000
Pembuatan Konstruksi	Rp 525,000,000	10	Rp 5,250,000,000
Pembuatan Mini Factory	Rp 1,250,000,000	6	Rp 7,500,000,000
Beli Tanah 7000m2	Rp 3,500,000	7,000	Rp 24,500,000,000
Mobil L300	Rp 200,000,000	10	Rp 2,000,000,000
			Rp -
TOTAL			<b>Rp 40,638,212,500</b>

Operating Costs		
	Bulanan	Tahunan
Gaji	Rp 905,750,000	Rp 11,774,750,000
Penyusutan	Rp 10,000,000	Rp 120,000,000
Internet	Rp 2,500,000	Rp 30,000,000
Listrik	Rp 2,000,000	Rp 24,000,000
Air	Rp 500,000	Rp 6,000,000
IPL	Rp 1,000,000	Rp 12,000,000
Apps Dev	Rp 50,000,000	Rp 600,000,000
Ads	Rp 100,000,000	Rp 1,200,000,000
Endorse	Rp 20,000,000	Rp 240,000,000
		Rp -
		Rp -
Lain-lain	Rp 50,000,000	Rp 600,000,000
<b>TOTAL</b>	<b>Rp 1,141,750,000</b>	<b>Rp 14,606,750,000</b>



# BUSINESS ANALYSIS

## CATFISH ENLARGEMENT

<b>Profit</b>					
Product	Profit/Month	Sales Target/Month	Unit	Total/Bulanan	Total/Tahunan
Keuntungan Advanced	Rp 40,296,000	5	Package	201,480,000	2,417,760,000
Keuntungan Home Basic	Rp 2,950,000	10	Package	29,500,000	354,000,000
Keuntungan Pelatihan	Rp 1,000,000	50	Person	50,000,000	600,000,000
Keuntungan Product Olahan	Rp 5,000	100000	Pax	500,000,000	6,000,000,000
Keuntungan Penjualan Grosir	Rp 2,000	90000	Kg	180,000,000	2,160,000,000
Keuntungan Penjualan Retail	Rp 13,620,000	150	City	2,043,000,000	24,516,000,000
<b>Total Profit</b>				<b>3,003,980,000</b>	<b>36,047,760,000</b>
<b>Total Net Profit</b>				<b>1,862,230,000</b>	<b>21,441,010,000</b>
Sharing Profit 49%				912,492,700	10,506,094,900
ROI				1.58%	19.02%

# The Advantage of investment in Julakan.

1

## **Trusted Investment**

*Safer investment because of Julakan do the monitoring and direct involvement in the process*

2

## **Monitoring Anytime**

*A clear and open investment system, so that Stakeholder can directly review the business where investors invest their money*

3

## **Transparency system**

*Monthly financial reports to be more transparent so that Stakeholder can check the report monthly.*

4

## **Contribute to the country's economic growth**

*Stakeholder participate in increasing domestic food production and employment opportunities for business actors*



# Do not hesitate to contact us!

## Thankyou



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