



The Untold Story

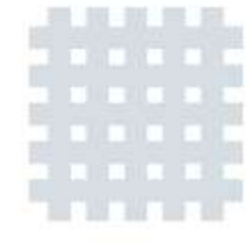
About Our Mission



By :

M Fairuzzuddin Zuhair, Maulana Satria Aji, dan M Taufiqul Yakin

Board of Directors of PT Lentera Alam Nusantara



Markaswalet is a startup for farming, washing, and processing edible bird nests supported by the role of appropriate technology. Markaswalet operates under the auspice of PT Lentera Alam Nusantara. The company has been approved by the Minister of Law and Human Rights with Number AHU-0055246.AH.01.01.TAHUN2020 on October 23, 2020, in Jakarta. The company (PT Lentera Alam Nusantara) is currently domiciled at Jalan Dharmawangsa No. 33, Surabaya; within the premises of Business Incubator Building of Airlangga University. Markaswalet also has a manufacturing facility for washing edible bird nests which is located at Jalan Gubeng Kertajaya 5D No. 20, Surabaya

Board of Directors

PT LENTERA ALAM NUSANTARA



M Fairuzzuddin Zuhair

Main Director

27 years old

Educational History : Bachelor of Mathematics Airlangga University
GPA 3.01

Experience :

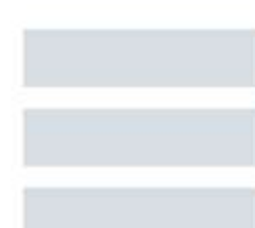
- Digital Marketing Manager at PT Vido Garmen Indonesia
- Commissioner of PT Omnifit Solusi Nusantara
- Professional Mentor of DPPKKA Universitas Airlangga
- Professional Mentor of BPRBIN Airlangga University

Performance :

- Outstanding Graduates of Universitas Airlangga 2019
- Bronze medalist of KC PIMNAS 32nd by the Ministry of Research, Technology and Higher Education
- 300 Million Indonesian Innovation Startup Awardee in 2020

Organizational experience :

- Deputy Head of UNAIR Student Executive Board 2018
- Head of SMERTA OSPEK Universitas Airlangga 2017
- Head of 2016 UNAIR BETA FST Semi-Autonomous Body
- Head of the 2016 Baitul Hikmah PESMA Sanitation Departmen





Maulana Satria Aji

Director of Operations

27 years old

Educational History : Bachelor of Public Health Airlangga University
GPA 3.4

- Work experience :**
- Fundraising NGO Yayasan Seribu Senyum
 - Professional Mentor Leadership Muhammadiyah
 - Student Association SMA Muhammadiyah 1 Surabaya
 - Bawaslu 2019

- Performance :**
- Student Outbound Airlangga Leadership
 - Best Poster Conference Tobacco Control
 - 300 Million Indonesian Innovation Startup Awardee in 2020

- Organizational experience :**
- CO-FOUNDER Surabaya Teaching Student Community
 - Vice President of the 2019 Airlangga University Student Executive Board
 - Minister of Community Service Student Executive Board of Airlangga University 2018
 - Head of the Social Division of Community Service Muhammadiyah Surabaya Student Association
 - Head of the Advocacy Division of the Surabaya Muhammadiyah Student Association



M Taufiqul Yakin

Director of Finance

25 years old

Educational History :

- Bachelor of Accounting Airlangga University GPA 3.61
- Masters in Financial Management, University of Indonesia

- Work experience :**
- FEB Research Assistant at Universitas Airlangga

- Performance :**
- LPDP Awardee 2022 PK-189

- Organizational experience :**
- Head of the 2017 Airlangga University Accounting Student Association
 - Minister of Finance BEM Universitas Airlangga 2018
 - Chairman Student Community Institute Chartered
 - Accountant English and Wales (ICAEW) 2017-2019
 - Chairman of the 2019 National Congress of Indonesian Accounting Students (KNMAI)





M Haqqi Hudan Maulana

Director of Marketing

27 years old

Educational History : Bachelor Degree of Management Brawijaya University with GPA 3.4

Work experience :

- Marketing Campaign Associate - PT Alami Fintek Sharia
- Marketing Communication Support- Grab Indonesia

Performance :

- Best 10 Paper HISAS Hokkaido Japan Awardee of Bakti BCA

Organizational experience :

- Presidium Nasional FOSSEI 2018-2019
- Chief of Research and Development FOSSEI 2016-2017
- Chief of Research and Development Centre for Islamic Economics Studies 2016-2017



Moch Alifudin F

Director of Design & Creative

25 years old

Educational History : Bachelor of Arts Airlangga University GPA 3.06

Work experience :

- Media staff of HAI Unair in 2018

Performance :

- Winner of Student Entrepreneurship Program 2020

Organizational experience :

- Head of Media and Journalist Division of Unair Football Club in 2017
- Communication and Information staff of the Japanese Studies Student Association at Airlangga University in 2018





Our Vission

To become the market leader in the Bird Nest nest industry in Indonesia by 2026.

Our Mission



- 1. Prioritizing the well-being of Bird Nest farmers and manufacturing company employees.**
- 2. Developing the potential of all management personnel within the company.**
- 3. Establishing partnerships with suppliers using platform business strategy.**
- 4. Developing the use of technology in every aspect of the company.**
- 5. Maximizing value for shareholders.**
- 6. Spreading benefits for society and the country.**
- 7. Providing fair purchase prices for Bird Nest farmers to promote economic equality.**
- 8. Providing sustainable mentoring for small and medium enterprises (UMKM) in Edible Bird Nest industry. There are 3 solution that we provide to birdnest ecosystem**





Markas Walet

Achievement



25

Swallow Cultivation
Seminar Activities



100 +

Swallow Farmers
Acquisition



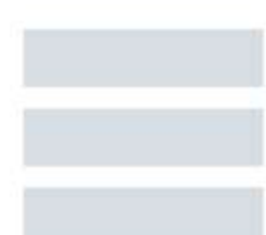
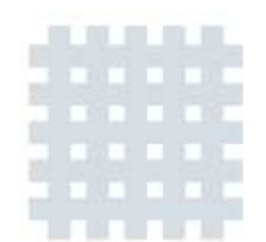
3 tons

Of Swallow's Nest



22

Swallow's House
EXPORT QUOTA





Markas Walet Achievement



During its existence, Markas Walet has gone through several business development processes both in network improvement and in the ability to supply edible bird nest. Here are some important moments that have been passed by Markas Walet in the last three years.

1. Indonesian Innovation Start Up Grant Awardee by the Ministry of Research and Technology in 2021 with the amount of IDR 300,000,000
2. East Java Regional Independent Young Entrepreneur Representative for Industry, Trade and Services category in 2020
3. East Java Regional Independent Young Entrepreneur Representative in the Technology category in 2021
4. Top 30 StartUps for Industry in Indonesia by the Ministry of Industry in 2021
5. More than 300 edible bird nest farmers have joined Markas Walet ecosystem
6. Empowering 50 unemployed housewives in North Surabaya through employment
7. Washing and processing 300 kg of swallow bird's nest during 2020-2022
8. Registration of 36 Swallow Houses to increase the traceability of edible bird's nest
9. Increase the national export quota by 3 tons of edible bird nest in 2020-2022
10. Construction of 7 Swallow Houses in Kendari, West Lombok, East Lombok, Solo, Pati, Bandung and Palangkaraya in 2021-2022
11. Renovation of 8 Swallow Houses in Bontang, Samarinda, Balikpapan, Sampit, Samuda, Palopo and Banjarmasin in 2020-2022
12. Keynote Speaker at the swallow house assessment training by the Makassar Agricultural Quarantine Center, South Sulawesi
13. Patenting Markas Walet and Nest One as brands
14. Copyrighting Markas Walet Apps





Background & Opportunities



Table BPS data for 2020 export destinations for edible bird's nest and their numbers in Ton

Export Destination	2016	2017	2018	2019	2020
Hongkong	625,5	487,8	290,4	644,1	897,2
Tiongkok	23,0	55,5	69,6	129,1	263,5
Singapura	96,8	71,6	90,0	75,4	68,8
Amerika	16,8	18,2	16,6	47,0	20,4
Vietnam	203,7	624,5	806,1	329,9	27,2
Kanada	3,5	3,4	2,7	2,0	1,8
Taiwan	11,7	8,3	5,5	5,6	12,9
Thailand	5,0	3,9	4,4	1,1	2,4
Jepang	0,2	0,3	1,0	0,1	0,3
Kamboja	0,5	0,6	0,0	0,0	0,0
Lainnya	5,5	12,6	5,6	24,5	18,0
Jumlah	992,1 Ton	1 286,7 Ton	1 291,9 Ton	1 258,8 Ton	1 312,5 Ton





Based on the data above, there is an increasing trend of demand for yearly edible bird nests from 2016 to 2020. This increasing trend is also supported by the statement of the former Minister of Trade of the Republic of Indonesia in 2021, Mr. Lutfi, that the demand for edible bird nests in Indonesia in 2022 will increase to 2,000 tons. Looking through the existing demand pattern from year to year, Indonesia has a very big chance to fulfill the global demand. Due to geographical location, Indonesia is the largest edible bird nest exporting country in the world as, until now, edible bird nest can only be produced within a tropical climate.

Production Area



The map shows how the edible-bird-nest-producing areas in Indonesia are also spread evenly on each existing big island. Starting from Sumatera, Java, Kalimantan, Sulawesi, Bali, to the isles of NTB. According to data from the Agricultural Quarantine Center in Indonesia, there are still 1,800 tons of edible bird's nests originating from swallow houses that have not been formally registered and therefore they have no aspect of traceability. This condition certainly offers an opportunity for the company to achieve an improvement in the supply chain strength.





Market Research :



PROBLEMS WITHIN THE EDIBLE BIRD NEST ECOSYSTEM



150

Swiftlet farmers

Responden :

Swiftlet farmers who built swallow buildings in 2005-2015. With an average of 34-54 Years



16 cities

throughout Indonesia

94%

Responden

141 swallow nest farmers built swallow buildings because they followed the trend

90%

Responden

135 swallow farmers built a swallow building by themselves

60%

Responden

90 Swallow farmers have experienced a decrease in their harvest and some have not harvested at all

The company has studied the market through in-depth market research, which has been conducted in 16 cities throughout Indonesia and involved 150 edible bird nest farmers in 2020-2021. From the results obtained, it turns out that there is a repetitive pattern that shows the community does not yet have sufficient knowledge and insight in carrying out the process of farming edible bird nests. This weakness is indeed felt in all aspects and the community does not yet have a main standard to be used as a reference in running the edible bird nest business.

Therefore, in the first two years of the company's establishment (2020-2021), the strategy implemented to be able to build securely the edible bird nest supply chain was to provide massive education for farmers in several Indonesia regions. Markaswalet did this by holding offline training activities for edible bird nest farmers who are experiencing difficulties. Beyond that, the company is starting to make a new breakthrough that had been implemented at the end of 2022; that is through a digitized education utilizing mobile application. From the results of this market research, it can be concluded that there are three fundamental problems in the edible bird nest ecosystem. Those are:

A. Education

B. Traceability

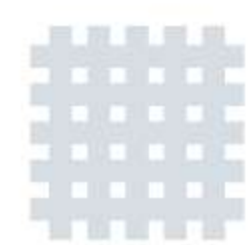
C. Manufacture





Markas Walet Solution

for Edible Bird Nest Ecosystem

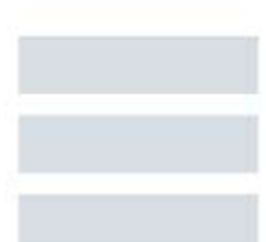
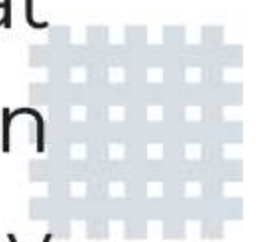


A. Edible Bird Nest Farmer Education



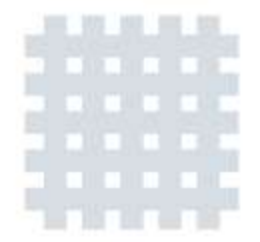
One of the most important aspects in supporting the development of the edible bird nests' quality as commodities is the integration between academics and practitioners in research collaborations. It is a challenge for Markas Walet to present the latest breakthrough in educating edible bird nest farmers with the objective of building future mutual relations. This educational activity is carried out digitally through the Markas Walet application and through Markas Walet offline training activities.

Technically, academics share knowledge related to inventions in the field of swallowtail, mostly related to strategic research that has been carried out in swallow nest ecosystems. Meanwhile, practitioners practically explain some tips and tricks that are commonly used to increase the swallow population at the Swallow House. In addition, they also shared their experiences regarding the factors that cause many swallow houses to fail in Indonesia. Thus, edible bird nest farmers who have just joined could learn of the know-how in carrying out the edible bird nest farming process.





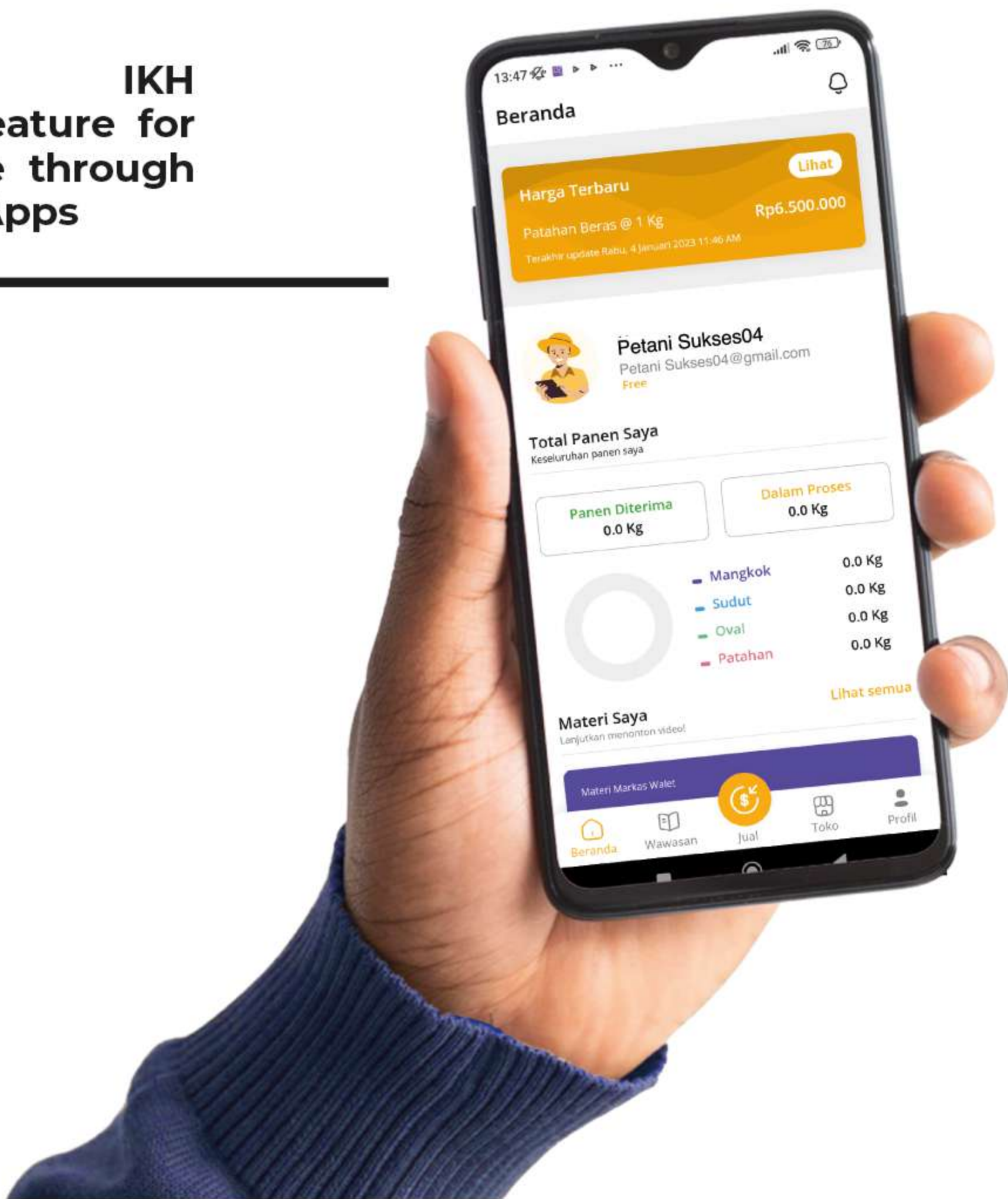
B. Traceability and IOT Technology in the Swallow Building



Export regulations for edible bird nests have been regulated in REGULATION OF THE MINISTRY OF TRADE OF THE REPUBLIC OF INDONESIA NUMBER 51/M-DAG/PER/7/2012. One of the main requirements for agricultural products is traceability. This is regulated in Law Number 21 of 2019 concerning Fish, Animal, and Plant Quarantine. In this law, the government implements traceability starting from pre-production, production, distribution, processing, and marketing in order to provide guarantees for Animal, Fish, and Plant Health and Food Safety and Food Quality and Feed Safety and Feed Quality. The traceability of edible birds' nests is needed to clarify their origins before they reach consumers.

Therefore the company uses a tracking system for each swallow house that is registered through the Markas Walet application. All data is collected using a barcode system that is stored on the company's server. Thus, every harvest from each swallow house can be recorded directly in the harvest reporting system on the Markas Walet apps and website.

NKV and IKH
Registration Feature for
Swallow House through
Markas Walet Apps



Markas Walet 01



MARKASWALET01
PETANI 1
PANEN : 30-06-2023
Jalan Bulu Kabupaten Sinjai, Sulawesi Selatan



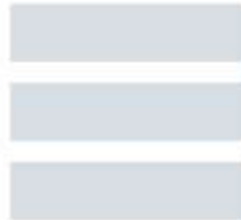
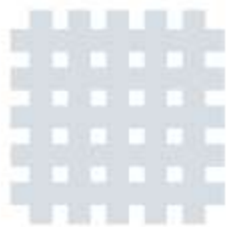
DEPARTED Surabaya
LION PARCEL
SMU: 3T3822609670
on delivery to Manufacture 01



DELIVERED by Manufacture 01



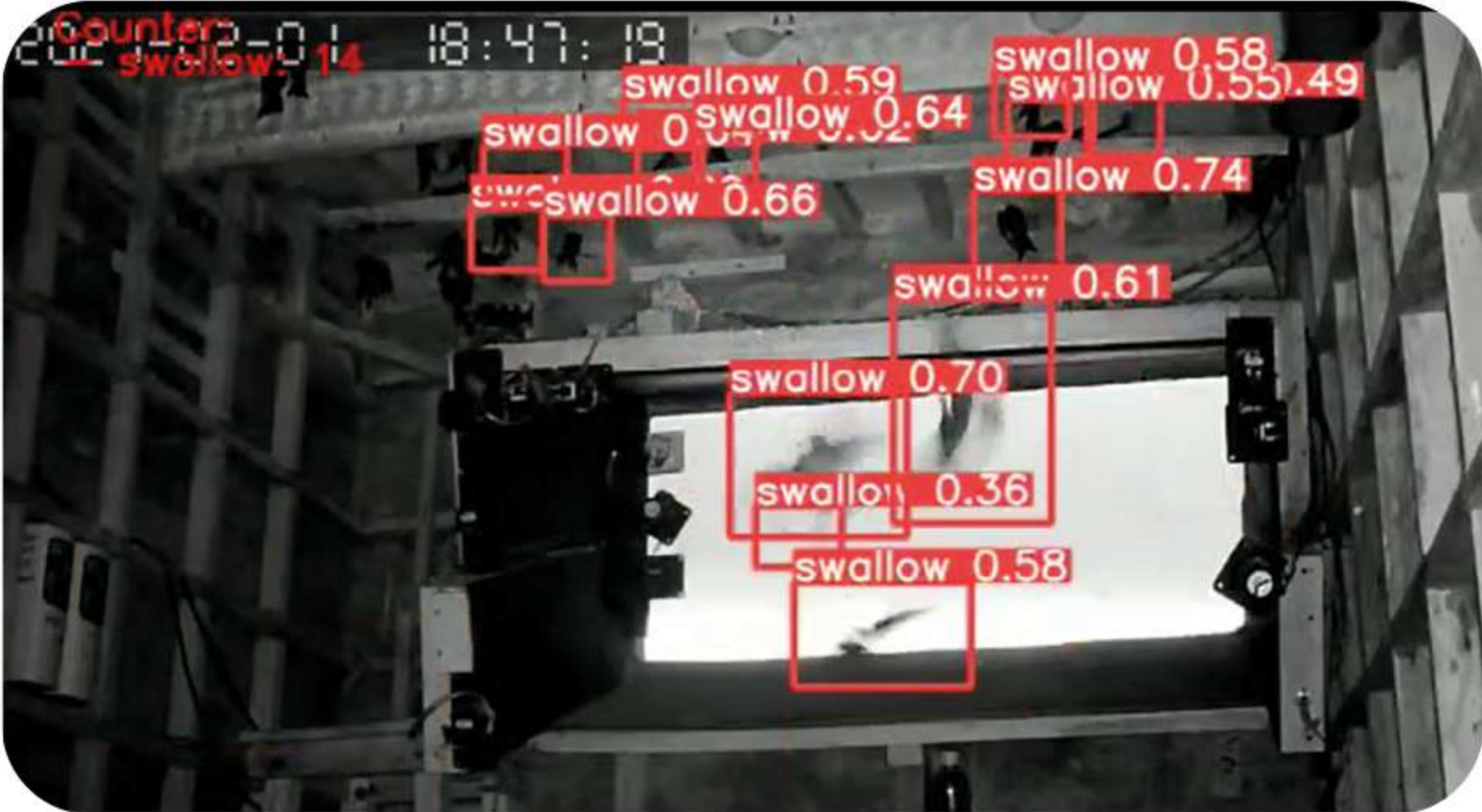
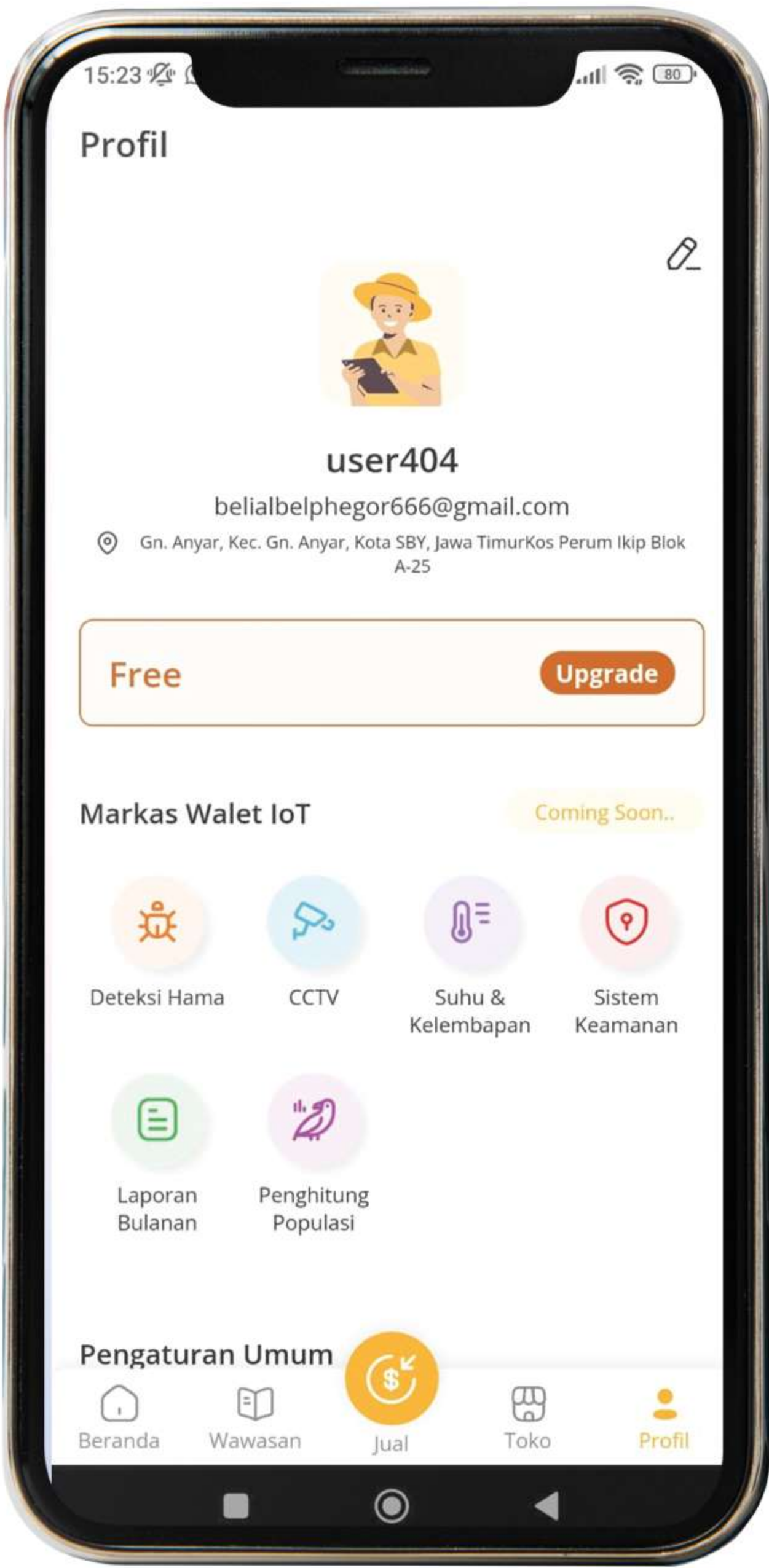
Traceability tracking
feature on Markas Waket
apps





The integration of Internet of Things technology in swallow house potentially results in major positive impact through recording big data of swallow activities. A complete variety of data types through the big data could monitor the development of swallows properly. It also has the ability to even predict future developments and determine strategic steps, thus the swallow house can increase its yield. Here are some technologies that are able to improve the swallow house ecosystem:

- Swallow population counter
- Humidity and temperature control
- Swallow bird house security system
- Detection of pests in swallow houses
- Integrated CCTV in the swallow house
- Monthly report on population growth





C. Swallow's Nest Washing Manufacturing



**Dirty Swiftlet
Bird's Nest
(Raw Material)**



**The Cleaning
Process of Swiftlet
Bird's Nest**



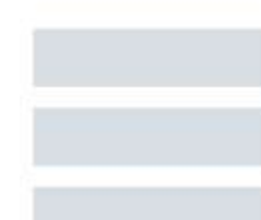
**Clean Swiftlet Bird
Nest**

The swallow washing factory is a facility that could help swallow farmers in marketing and selling raw materials. With the Markas Walet washing factory, every swallow farmer who has joined Markas Walet and has experienced an increase in harvest, they can sell their goods to the swallow headquarters. It is obvious that, the purchase price of raw materials given by the swallow headquarters to swallow farmers can be higher than that of other swallow nest exporters. This is because Markas Walet has a more effective and efficient manufacturing process because Markas Walet uses enzymes in the swallow nest cleaning process.



Image of enzyme for cleaning raw swallow bird's nest

The strength of the Markas Walet is the role of technology in the process of cleaning swallow birds' nests. Currently, marks swallow is collaborating with a biology lecturer at the Faculty of Science and Technology to find an enzyme concoction that can help remove feathers from swallow nests and also makes swallow birds' nests whiter. With the presence of enzymes, deviations in the swallow's nest washing process can be controlled, and the color of the swallow's nest can become whiter.



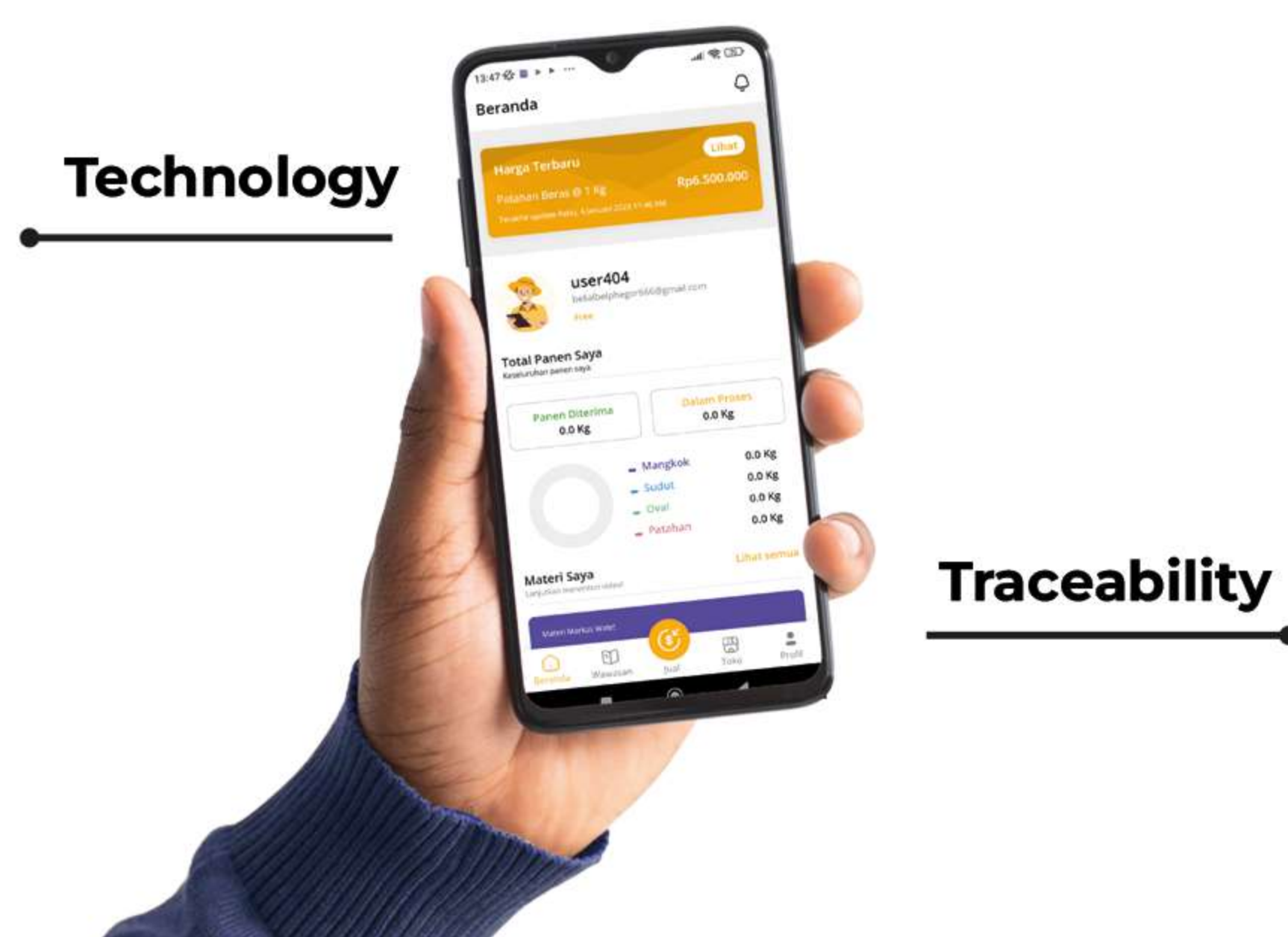
Product Catalog of Markas Walet

A. Education and AgriTechnology:

- Applications and IOT in Swallow Bird Houses

PT. Lentera Alam Nusantara's flagship product is the Markaswalet application, a digital solution specifically designed to support swiftlet nest transactions, provide education to swiftlet farmers, and offer monitoring and security features for swiftlet houses.

The Internet of Things (IoT) services provided by PT. Lentera Alam Nusantara through Markaswalet are an integrated technological solution designed to support efficient management and monitoring of swallow buildings. This service includes the use of image processing technology, data collection of incoming swiftlet populations, data collection of building temperature and humidity, as well as sensors to detect suspicious movements from intruders.



- Swallow Cultivation Seminar Training

The swiftlet farming training conducted by Markaswalet aims to provide education to both experienced and prospective swiftlet farmers, ensuring they have the correct knowledge and techniques in swiftlet cultivation and enhancing the harvest quantity in each swallow house.





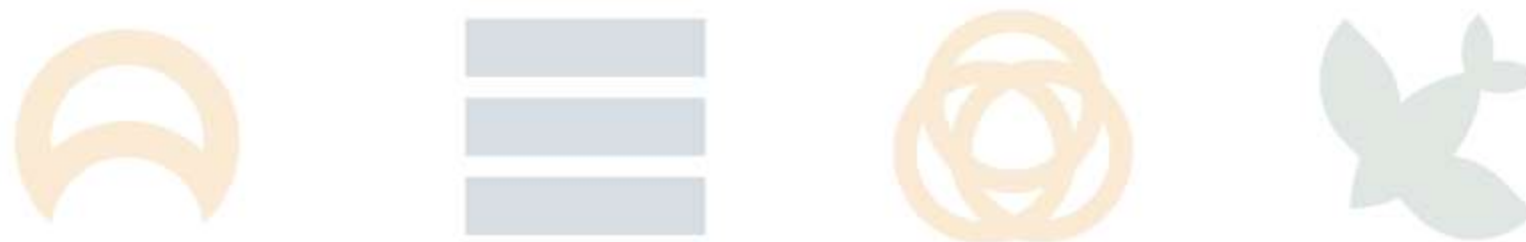
- Swallow Building Development Services

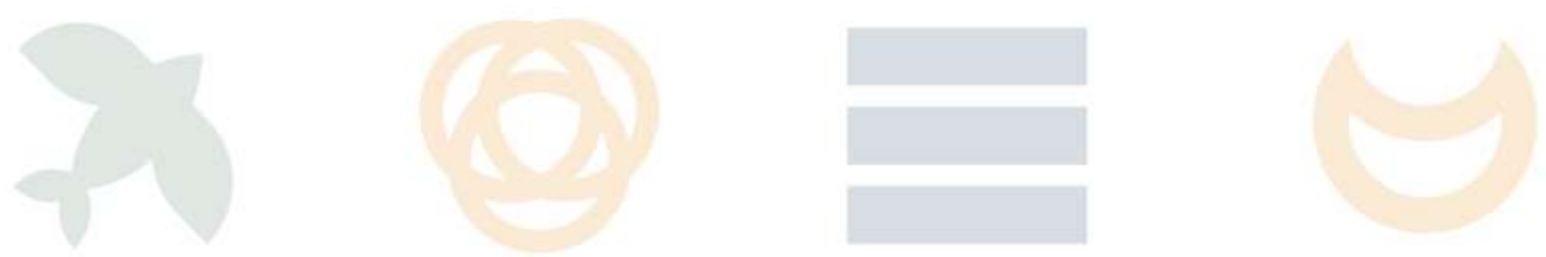
PT. Lentera Alam Nusantara is a company that provides complete swiftlet building construction services, from ground breaking to standing and first operation phase. In each stage, our Markaswalet team will carefully oversee to ensure quality and efficiency in the construction process. With extensive experience and knowledge, PT. Lentera Alam Nusantara is capable of delivering the best solutions and meeting our clients' needs in constructing an optimal swallow building.



- Swallow Bird House Architecture Plan

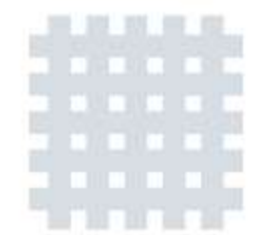
PT. Lentera Alam Nusantara's services through Markaswalet provide sales of swiftlet building floor plans specifically designed by a team of architectural and civil engineering experts. These floor plans are created by combining knowledge and experience from field experts, resulting in designs that are suitable and comfortable for swiftlets. One of the advantages of this service is the ability to customize the floor plans according to the needs and preferences of the swallow building owners.





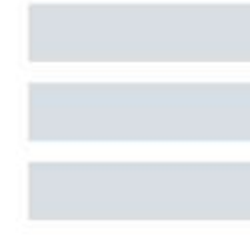
- Swallow Perfume

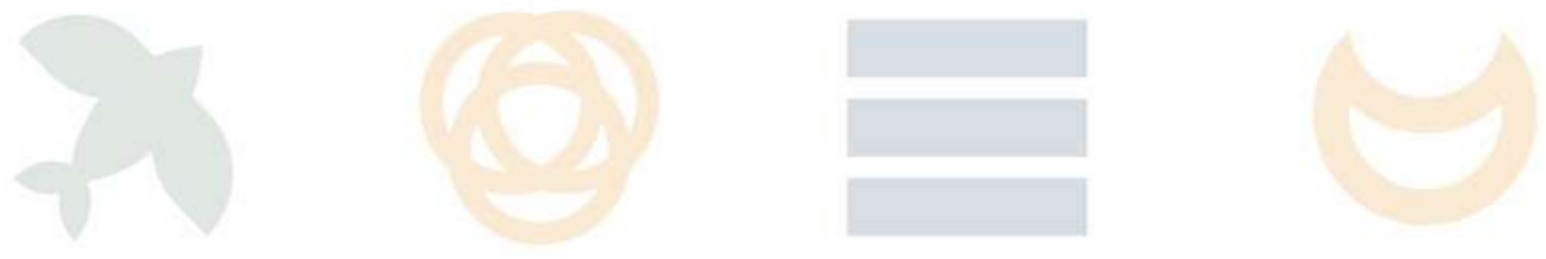
 NH3X Super swiftlet perfume is one of Markaswalet products that serves to stimulate colony growth inside swiftlet houses and attract swallows to settle in the swallow building house.



- Swallow Sound

The Markaswalet product offered by Markaswalet is called "Suara Walet" (Swallow Sound). Suara Walet is a special sound designed to stimulate responses and attract swallows to nest inside the swallow building. This product has been carefully crafted based on in-depth research and observation of swiftlet behavior, as well as their preference for appealing sounds.





B. Manufacturing And Export

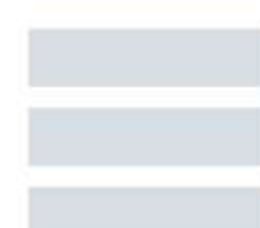
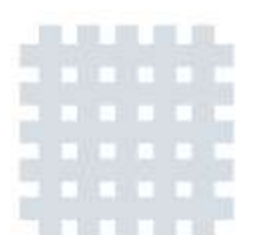
- Swiflets Cleansing Services

Markaswalet provides swiftlet cleaning services intended for individuals who wish to clean their swiftlet nests. This service is offered to transform dirty swiftlet nests, covered with swiftlet feathers, into clean and ready-to-consume swiftlet nests.



- Edible Bird's Nest Bowl Shape

Markaswalet provides swiftlet cleaning services intended for individuals who wish to clean their swiftlet nests. Markaswalet also provides the supply of mangkok-shaped swiftlet nests. These nests are available in both clean and ready-to-consume forms, as well as raw materials directly sourced from swiftlet farmers. Mangkok-shaped swiftlet nests are perfectly formed nests, exhibiting a distinctive bowl-like shape with the nest positioned vertically. These nests are highly valued and considered to be of the highest quality in the market. The price of mangkok-shaped swiftlet nests is known to be the highest among all types of swiftlet nests.

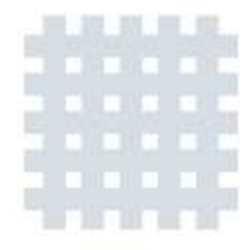




- Edible Bird's Nest Triangle Shape



Markaswalet offers raw material swiftlet nests sourced directly from farmers, as well as clean and ready-to-consume triangular-shaped swiftlet nests. Triangular-shaped swiftlet nests are nests that have a distinct triangular form, created by swiftlets in the corner areas of the swiftlet house. These nests are highly valued and sought after for their unique shape and quality. The price of triangular-shaped swiftlet nests is typically lower than that of mangkok-shaped swiftlet nests.



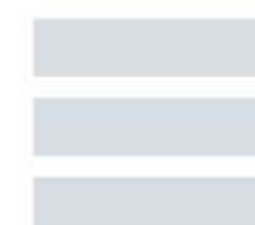
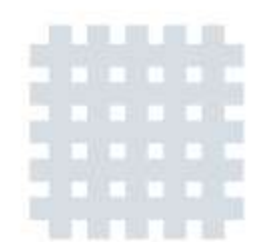
- Edible Bird's Nest Strips Shape

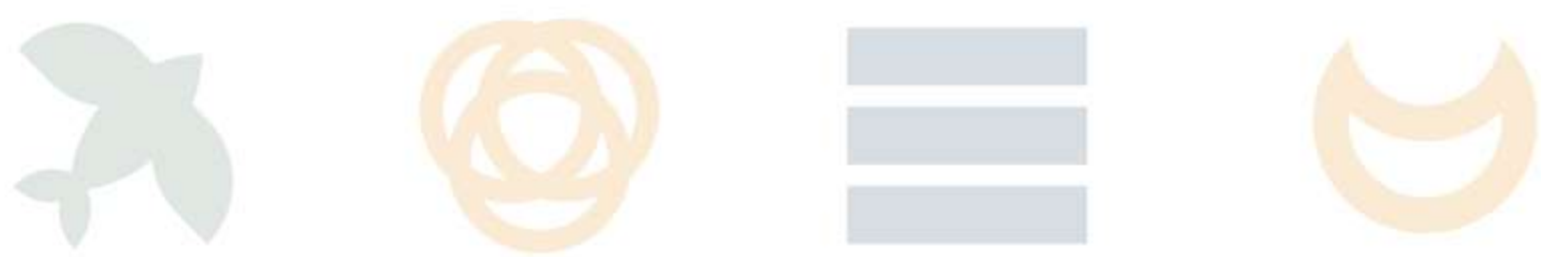
Markaswalet also provides ready-to-consume or cleaned broken swiftlet nests. Broken swiftlet nests are clean nests that are created from mangkok-shaped or triangular-shaped swiftlet nests that are flattened into a plate-like form. This type of broken swiftlet nest can also be formed from fragmented pieces of damaged or broken mangkok or triangular swiftlet nests.



- Edible Bird's Nest Filaments

Markaswalet also provides cleaned and ready-to-eat kakian swiftlet nests. Leg swiftlet nests are obtained from the foot or lower part of the swiftlet nests. These feet are the sections of the swiftlet nests that attach to the walls, and they are known to be the hardest and heaviest parts of the nests.





- Edible Bird’s Nest Chakes

Markaswalet provides crushed or coarse powdered swiftlet nests that are ready to consume. Crushed swiftlet nests are nests that have been crushed and processed into a softer form. These crushed swiftlet nests are particularly suitable for mixing with beverages or food as they are ready to be added and poured into drinks.



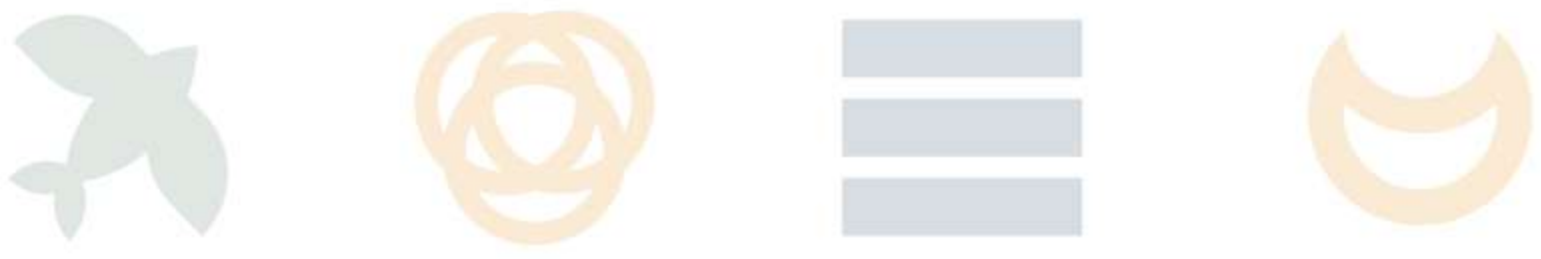
C. FMCG

- NestOne Classic Recipe

Introducing Nest One Classic Recipe, an exquisite Edible Bird Nest Beverage crafted to perfection. Our beverage is a harmonious blend of natural certified edible bird nest, the essence of dried pandan leaves, and a touch of natural rock sugar. Each jar of Nest One Classic Recipe contains an impressive 50% of edible bird nest, ensuring a rich and authentic experience.

What sets Nest One Classic Recipe apart is our commitment to using only the finest natural ingredients. The edible bird nest is carefully sourced and certified, guaranteeing its premium quality. The infusion of dried pandan leaves adds a delightful aromatic scent, complementing the mild sweetness of the beverage. With every sip, the customer will be transported to a world of pure indulgence and relaxation. But Nest One Classic Recipe offers more than just a luxurious taste. It is also packed with a multitude of health benefits. From bolstering the immune system to alleviating joint soreness, our beverage is a holistic choice for well-being. We understand the importance of natural remedies, and that's why we have carefully crafted this beverage to harness the power of nature. Experience the epitome of luxury and health with Nest One Classic Recipe. Indulge in the finest flavors while nourishing body and soul.





- NestOne Paradise Garden

Introducing Nest One Paradise Garden, an exquisite Edible Bird Nest Beverage that will transport to a realm of blissful serenity. This exceptional beverage is meticulously crafted using natural certified edible bird nest, infused with the delicate essence of dried jasmine buds and dried osmanthus, and lightly sweetened with natural rock sugar.

Nest One Paradise Garden stands out by incorporating only the finest natural ingredients, ensuring a product of exceptional quality. With a remarkable 50% edible bird nest content per jar, we guarantee an unparalleled richness and authenticity. Our ingredients are carefully sourced and naturally extracted, providing a beverage that captures the essence of nature. What truly sets Nest One Paradise Garden apart is its captivating flavor profile. With a strong floral taste and a subtle hint of sour floral scent, each sip is an enchanting sensory experience. Beyond its exquisite taste, Nest One Paradise Garden offers a myriad of health benefits. From enhancing memory to boosting cognitive function, this beverage is a natural aid for mental well-being. We believe that nature holds the key to vitality and vitality, and Nest One Paradise Garden encapsulates this belief in every bottle.



- NestOne Tropical Plump

Introducing Nest One Tropical Plump, an extraordinary Edible Bird Nest Beverage that captures the essence of tropical indulgence. This exquisite beverage combines natural certified edible bird nest with luscious peach puree, tangy natural lemon juice, and a touch of natural rock sugar.

Nest One Tropical Plump prides itself on sourcing only the finest natural ingredients, ensuring a product of exceptional quality. Each jar contains an impressive 50% edible bird nest, providing a rich and authentic experience. Our commitment to natural extraction methods guarantees that every sip is a true celebration of nature's bounty.

What sets Nest One Tropical Plump apart is its impeccable balance of flavors. The interplay between the complex yet harmonious sweetness and sourness creates a taste sensation that is truly unparalleled. Indulge in the symphony of flavors as the natural sweetness of the peach puree melds seamlessly with the invigorating zest of the lemon juice. But Nest One Tropical Plump offers more than just an extraordinary taste experience. It also offers a range of health benefits. From improving skin health to increasing skin flexibility, this beverage is a natural elixir for radiant and supple skin. Harnessing the power of nature, Nest One Tropical Plump is your key to unlocking a vibrant and youthful glow.





Target Market

Markas Walet



A. Manufacturing and Export

TAM

3000 Ton (Kebutuhan Sarang Walet global) =
 $3.000.000 \text{ Kg} \times 30.000.000 = 90 \text{ Triliun}$

SAM

5 Ton (Market yang dapat dijangkau) =
 $5.000 \text{ Kg} \times 20.000.000 = 100 \text{ Miliar}$

SOM

300 Kg (Market yang sekarang ditarget) =
 $300 \text{ Kg} \times 18.000.000 = 5,4 \text{ Miliar}$



In determining the target market, the benchmark for the main target market is the national export market for the swallow bird's nest. The company does have a lot of markets depending on the product or service offered. However, the main reference and milestone for the Markas Walet for the next few years are to access the global export market. Namely the manufacturing activity of clean swallow bird's nests that are ready for consumption. The reference used is national swallow nest export data and data on swallow nest demand in 2023, where the export demand for swallow bird's nests is 3,000 tons.



Target Market

Markas Walet

B. Education and Agritechnology

The challenge in creating a swallow's nest cultivation ecosystem in Indonesia cannot be separated from the farmers and entrepreneurs of the swallow's nest themselves. Various information regarding the standards of good management of swallow's nests is something that needs attention. Where this should be proven and used as a guideline through a series of scientific research. Markaswalet is working with educational institutions to make a special guideline for swallow's nest cultivation which has been socialized to various cities with the target of farmers, swallow nest entrepreneurs, and people who will start swallow cultivation in cities that produce potential swallow bird nests.

Markaswalet has agricultural technology innovations consisting of three intellectual properties that can help swiftlet farmers optimize the production of swiftlet nests. These three intellectual properties include the copyright of the Markaswalet application, a detector for assessing the quality of swiftlet nests, and a swiftlet population counter. These innovations are expected to contribute to the advancement of Indonesia's swallow's-nest ecosystem, which holds significant opportunities. It is recorded that there are over 20,000 Swiftlet houses with 14,000 swiftlet farmers in Indonesia. This makes Indonesia a producer that satisfies 80% of the world's swiftlet nest demand, with exports reaching 590 million US dollars in 2022. These facts reflect the potential market size for the development of swiftlet nest farming in Indonesia. We have conducted educational seminars for swiftlet farmers in South Sulawesi, West Kalimantan, Central Kalimantan, South Kalimantan, South Sumatra, West Sumatra, East Nusa Tenggara (NTT), and West Nusa Tenggara (NTB). Currently, we have more than 500 fostered swiftlet farmers spread across Indonesia.





C. Fast Moving Consumer Goods (Nest One)

The swallow's nest in the world is a food ingredient that has been known for centuries. Usually, it will be processed into soup, drink, or a mixture of food menus. Markaswalet has a mission to bring the best swallow's nest drinks to every table in the world. A swallow's nest drink that can be enjoyed by every class to offer its benefits with a customized taste. The main market segment for this drink is domestic and foreign people, especially those who are concerned about health and beauty.

The total addressable market (TAM) size for Nest One is USD1,890.50 million; it is the number of Indonesia dietary supplements market size in Indonesia. Based on the research provided by Coherent Market Insights, the revenue share of dietary supplements market size consists of medicinal supplements by 66%, estimated 22% sports nutrition, and estimated 11% personal care supplements. In the current usage of edible bird nest's FMCG products, they are often used for personal care supplements rather than medicinal. Therefore, the personal care supplement market size is 11% of the TAM value or equal to USD 207.95 million. Nest One targets Jakarta and Surabaya as the main destination for the market, considering that GDP of both area are 33% of Indonesia GDP (USD393.04 billion / USD1,187.3 billion), then the serviceable addressable market (SAM) is 33% of the personal care supplement market value that is USD68.62 million. To determine the serviceable operational market (SOM) size, it is estimated from the comparison of search trend of keywords "suplemen" (supplement) and "sarang walet" (edible bird nest); with supplement score is 44 and edible bird nest score is 11. Search trend score is used because it can be used as a market demand indicator. Thus, the SOM size is determined to be USD17.15 million or IDR257.16 billion.





Long Term Target



Markas Walet



Application Active Users

141,440



Swallow House Registration

4,291



Export (kg)

429,132



Total Revenue
IDR 8,7 Trillion



Profit
IDR 1,7 Trillion



Labour
7,152

In a long-term projection for the next ten years, Markas Walet focuses on profit targets and market expansion. After going through the first 5-year phase to acquire the swallow's nest ecosystem in Indonesia, then in the 6th year and thereafter, the company will gradually record profits. The accumulation is based on an increase in active users of the application, the number of birdhouse registrations, the number of employees cleaning swallow bird's nests, and also an increase in the export quota for swallow bird's nests. There is an improvement in the strategic aspect that causes the company to continue to grow and develop stronger in the swallow nest ecosystem.

It can be seen beforehand that the swallow's nest business has been around for hundreds of years and still survives today. In the next ten years, it will still continue to be in demand, and the demand will even increase. This is because people are starting to understand the importance of consuming good healthy food to maintain immunity. Obviously, it cannot be separated from the influence of Covid 19 for two years in a row; every human being has a traumatic feeling returning to that period. The content contained in swallow bird's nests is also very relevant to the nutritional needs of the body, even more sufficient.

Achieving a turnover of 8.7 trillion per year is not impossible if the Markas Walet has received an export quota of 400 tons each year. This is certainly a major challenge for the company in order to make it happen in stages. Of course, to get there, there need to be several strategies starting from short, medium, and long-term plans.

