

EXECUTIVE SUMMARY

Adhigana Seaweed Nusantara is a company engaged in seaweed cultivation with the main objective of producing high-quality raw materials to meet the needs of the international market. Based in Bandung with offices at Jl. Setra Regency No. B3B and Jl. Setra Murni 1 No. 8, this company manages two main cultivation locations, namely at Titian Mutiara Beach, Kalianda, Lampung, and Cijeruk Beach, Garut Regency, West Java. These two locations were chosen because they have coastal ecosystems that are very supportive of producing export-quality seaweed. By utilizing modern cultivation technology using the long line floating net method and the 12x12 meter floating net cage method, Adhigana is able to significantly increase efficiency and production capacity compared to traditional methods.

Adhigana Seaweed Nusantara focuses on fulfilling the needs of seaweed exports to several countries, with China as the main market. High demand from the Chinese market provides a great opportunity for the company to establish long-term business cooperation. In addition to China, Adhigana also has the potential to expand its market reach to other countries in Asia, such as Japan and South Korea, as well as Europe. This strategy aims to reduce dependence on one market and diversify the company's sources of income.

The company's vision is to become one of the best companies in integrated seaweed management from upstream to downstream, covering the production of raw materials to processed products that have higher added value. As an initial step, Adhigana focuses on improving the quality of the raw materials produced, with the aim of competing in the international market. In the long term, the company is committed to entering the downstream stage by producing processed products such as agar-agar and carrageenan, which are widely used in the food, cosmetics, and pharmaceutical industries.

Adhigana's main advantage lies in the innovation of modern cultivation methods that allow for higher yields with guaranteed quality. The use of 12x12 meter floating net cages provides better control over the cultivation process, including pest control.