



PREMIUM COFFEE BEAN

— GRAHA ECOFARM —

COMPANY AND PRODUCT INTRODUCTION



OCTOBER, 2023

GRAHA ECOFARM
GARUT WEST JAVA - INDONESIA

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1. INTRODUCTION

GRAHA Eco-Farm, located in Java, Indonesia, is dedicated to cultivating a variety of Arabica coffee beans. With our sustainable farming practices and focus on quality, we aim to provide unique and flavorful coffee beans to the international market.

1. Product Overview:

a) Java Preanger: Our Java Preanger coffee beans offer a delightful combination of Honey, Wine, and Pea berry flavors. These beans are known for their rich and complex taste, making them perfect for coffee connoisseurs seeking a unique experience.

b) Yellow Bourbon: Our Yellow Bourbon beans exhibit Natural, Honey, Wine, and Pea berry flavors. This variety offers a balanced and smooth taste, appealing to a wide range of coffee enthusiasts.

c) Sigarar Utang: Our Sigarar Utang coffee beans undergo a full washed process, resulting in a clean and crisp flavor profile. This variety is ideal for those who prefer a milder and well-rounded cup of coffee.

2. Production Process:

At our Eco-Farm, we follow sustainable farming practices, including organic fertilization and water conservation methods. Our coffee beans are carefully hand-picked during the harvest season and undergo meticulous processing and drying techniques to ensure optimal flavor development. We prioritize quality control at every step to deliver consistent and exceptional coffee beans.

3. Market Analysis:

a) Global Coffee Market: The global coffee market is experiencing steady growth, with a rising demand for specialty and unique coffee varieties. Consumers are increasingly seeking high-quality and ethically sourced coffee beans, creating opportunities for our distinct offerings.

b) Target Markets: Our target markets include specialty coffee shops, gourmet retailers, and online platforms catering to coffee enthusiasts. We have identified North America, Europe, and Asia as key regions with a growing demand for specialty coffees and a willingness to pay a premium for unique flavor profiles.

c) Market Potential: Through market research, we have identified a strong interest in specialty Arabica coffee beans with diverse flavor profiles. Our Java Preanger and Yellow Bourbon varieties, with their distinct flavors, have the potential to capture the attention of discerning consumers in our target markets.

4. Competitive Advantage:

Our Eco-Farm stands out in the market due to several factors:

- *Unique Flavor Profiles:* Our coffee beans offer a range of distinct flavors, appealing to different taste preferences.
- *Sustainable Practices:* We prioritize eco-friendly farming methods, resonating with environmentally conscious consumers.

- *Quality and Consistency*: Our rigorous quality control measures ensure that our coffee beans consistently meet high standards, building trust with buyers.

- *Origin Story*: The rich volcanic soil and ideal climate of Java, Indonesia, contribute to the unique flavor profiles of our coffee beans, making them a sought-after among choice coffee aficionados.

5. Pricing and Packaging:

Our pricing strategy reflects the premium quality and unique characteristics of our coffee beans. We offer flexible packaging options, including eco-friendly packaging materials, to align with the sustainability values of our target market.

6. Distribution and Export:

We have established partnerships with local distributors and have the capacity to export our coffee beans globally. Our commitment to meeting international quality and safety standards positions us well for export opportunities.

7. Conclusion:

With our diverse range of Arabica coffee beans, sustainable farming practices, and commitment to quality, our Eco-Farm is well-positioned to capture the growing demand for specialty coffees in international markets. We invite potential buyers to experience the uniqueness and exceptional flavors of our coffee beans.

2. EXECUTIVE SUMMARY

GRAHA ECOFARM is an eco-farm located in Java, Indonesia, specializing in the cultivation and production of premium Arabica coffee beans. **Our mission** is to provide high-quality, sustainably grown coffee to international buyers, while promoting environmentally friendly farming practices and supporting local communities.

With a diverse range of Arabica coffee bean varieties, **we offer a unique selection of flavors** and profiles to cater to the discerning tastes of coffee enthusiasts worldwide. Our beans are carefully grown using organic and sustainable farming methods, ensuring the highest quality, and minimizing our environmental impact.

The international coffee market presents a significant opportunity for growth, with increasing demand for specialty and sustainably sourced coffee. Our target market includes coffee roasters, wholesalers, and specialty coffee shops in countries such as the United States, Europe and Asia. By leveraging our Java location and the reputation of Indonesian coffee, we aim to position ourselves as a trusted supplier of premium Arabica beans.

Key competitive advantages include our commitment to sustainable farming practices, fair trade certifications, and direct relationships with local farmers. We prioritize quality control at every stage of the production process, from cultivation to processing and packaging. This ensures that our customers receive consistently superior coffee beans that meet their exact requirements.

To reach our target market, we are implementing a comprehensive marketing and sales strategy. This will include establishing an online presence through a user-friendly website and engaging in digital marketing activities. Additionally, we are actively participating in coffee trade shows and forging partnerships with local distributors to expand our reach.

Our financial projections indicate strong revenue growth over the next three years driven by, increasing demand for specialty coffee and our competitive pricing strategy. We have accounted for production costs, transportation expenses, marketing expenses, and potential risks to ensure a realistic and sustainable financial outlook.

As a socially responsible business, we are committed to environmental sustainability and fair-trade practices. We prioritize the well-being of our farmers and local communities through fair wages, education, and healthcare initiatives. By choosing our coffee beans, buyers can support ethical sourcing and contribute to positive social and environmental change.

In conclusion, GRAHA ECOFARM is well-positioned to capitalize on the growing demand for premium Arabica coffee beans. With our commitment to sustainability, quality, and social responsibility, we are confident in our ability to establish long-term partnerships with international buyers who value exceptional coffee and ethical sourcing.

This Executive Summary provides a snapshot of our business plan, highlighting the key aspects that make our eco-farm and coffee bean export business unique and appealing to potential buyers.

3. COMPANY DESCRIPTION

GRAHA ECOFARM is an eco-farm located in the lush landscapes of Java, Indonesia. Situated in the heart of one of the world's most renowned coffee-growing regions, Garut West Java, our farm benefits from the ideal combination of fertile volcanic soil, optimal climate, and elevation, which are essential for cultivating exceptional coffee beans.

Spanning more than 130.000 m², our farm is meticulously designed to ensure the highest standards of sustainability and environmental responsibility. We have implemented sustainable farming practices that prioritize soil health, water conservation, and biodiversity preservation. By incorporating natural pest control methods, implementing organic fertilizers, and promoting regenerative agriculture, we minimize our ecological footprint while maintaining the productivity and quality of our coffee crops.

Our production capacity goes from 20 Tons per month as an average for all types and can increase to 20 Tons per week in some of the types.

It is important to note that we have a community of farmers groups that can increase dramatically the production in case of required. The total size of the combined land is above 10.000.000 m².





One of our unique selling points is our commitment to organic farming, ensuring that our coffee beans are cultivated without the use of synthetic fertilizers, pesticides, or genetically modified organisms (GMOs). The purity and natural flavors of our beans but also aligns with the increasing consumer demand for organic and sustainable products.

At GRAHA ECOFARM, we believe in the importance of supporting local communities and empowering farmers. We work with local coffee growers, providing them with fair wages, training, and resources to improve their farming practices and livelihoods. By fostering these partnerships, we ensure that our coffee beans are sourced ethically while contributing to the economic development of the region.

Our farm's strategic location in Java, Indonesia, adds value to our coffee beans. Indonesian coffee has a rich and storied history, renowned for its distinct flavor profiles and unique processing methods. By capitalizing on the reputation of Indonesian coffee, we position ourselves as a trusted supplier of premium Arabica beans, catering to the growing demand for specialty coffee in international markets.

In conclusion, GRAHA ECOFARM is an eco-farm in Java, Indonesia, dedicated to sustainable and organic coffee farming. Our commitment to environmentally friendly practices, organic certification, and support for local communities sets us apart in the competitive coffee market. By choosing our coffee beans, buyers can be confident in their ethical sourcing, exceptional quality, and the positive impact they make on the environment and local communities.

4. PRODUCT DESCRIPTION

1. Java Preanger:

Java Preanger is a unique and highly sought-after variety of Arabica coffee grown in the Java region of Indonesia. Our Java Preanger beans are known for their distinct flavor profiles, including notes of homey sweetness, wine-like acidity, and the occasional presence of pea berry beans. These beans undergo a meticulous processing method that enhances their natural flavors, resulting in a truly exceptional cup of coffee. With its well-balanced acidity and medium body, Java Preanger is perfect for those who appreciate a rich and complex coffee experience.

2. Yellow Bourbon:

Our Yellow Bourbon beans are another exceptional variety of Arabica coffee grown in Java, Indonesia. These beans are known for their vibrant yellow color and remarkable flavor profiles. With the Yellow Bourbon variety, we offer a range of flavor options to cater to different preferences. The natural process brings out the inherent sweetness and fruity notes, while the honey process adds a subtle sweetness and smoothness to the cup. Additionally, the wine-like acidity and occasional presence of pea berry beans add complexity to the overall flavor profile. Whether you prefer a natural, honey, wine, or pea berry variation, our Yellow Bourbon beans promise a delightful and memorable coffee experience.

3. Sigarar Utang:

Sigarar Utang is a premium Arabica coffee variety grown in Java, Indonesia. Our Sigarar Utang beans undergo a full washed processing method, resulting in a clean and well-balanced cup of coffee. With its medium acidity and body, Sigarar Utang offers a smooth and consistent flavor profile. This variety is known for its versatility, making it suitable for both black coffee and espresso-based beverages. The full washed process ensures that the natural flavors of the beans shine through, delivering a satisfying and consistent coffee experience.



All our coffee beans are meticulously hand-picked at the peak of ripeness to ensure optimal flavor and quality. We prioritize quality control at every stage of the production process, from cultivation to processing and packaging. Our commitment to sustainable farming practices and organic certification ensures that you receive coffee beans that are not only delicious but also ethically sourced and environmentally friendly.

In conclusion, our Java Preanger, Yellow Bourbon, and Sigarar Utang coffee beans offer a diverse range of flavors and profiles to cater to the discerning tastes of coffee enthusiasts. Whether you prefer the unique flavors of Java Preanger, the vibrant variations of Yellow Bourbon, or the well-balanced characteristics of Sigarar Utang, our coffee beans promise an exceptional and memorable coffee experience.

5. SUSTAINABILITY AND SOCIAL RESPONSIBILITY

1. Sustainable Farming Practices:

In GRAHA ECOFARM organic farming methods are used to minimize the use of synthetic pesticides and fertilizers, ensuring the health of the soil and surrounding ecosystem.

We employ regenerative agriculture practices covering cropping and composting, to enhance soil fertility and reduce erosion.

We are in nature environment, and we preserve biodiversity by maintaining natural habitats and planting shade trees to provide a suitable environment for wildlife.

2. Fair Trade, Ethical Sourcing and Education:

We are a group of local coffee farmers, ensuring they receive fair trade is part of our own reason of existence promoting equitable trade practices. We are committed and ensure that we adhere to ethical labor practices, including fair wages, safe working conditions, and child labor no.

With our group we are supporting to the local economy and reducing carbon emissions are our main practices are manual and our location ensure reduced long-distance transportation.

Our local community is providing training and education on sustainable farming practices, empowering our team to adopt eco-friendly techniques.

**- ATTACHMENT 1 -
PRICE LIST WITH INCOTERMS**

COFFEE PRICELIST

NO	INTCOTERNS	FOB	CRF/CNF	CIF	UNIT	DESC
A	SiGarar Utang					
1	Full wash	\$ 23,988.89	\$ 24,288.89	\$ 25,017.56	TON	Standard
B	Yellow Bourbon					
1	Natural	\$ 25,949.67	\$ 26,249.67	\$ 27,037.16	TON	Standard
2	Honey	\$ 33,792.81	\$ 34,092.81	\$ 35,115.59	TON	Specialty
3	Wine	\$ 43,596.73	\$ 43,896.73	\$ 45,213.63	TON	Specialty
4	Peaberry	\$ 65,395.10	\$ 65,845.10	\$ 67,820.45	TON	Specialty
C	Java Prianger					
1	Honey	\$ 53,400.65	\$ 53,700.65	\$ 55,311.67	TON	Specialty
2	Wine	\$ 66,472.55	\$ 66,772.55	\$ 68,775.73	TON	Specialty
3	Peaberry	\$ 99,708.82	\$ 100,158.82	\$ 103,163.59	TON	Specialty

OTHER PRODUCTS:**GINGER PRICELIST**

NO	INTCOTERNS	FOB	CRF/CNF	CIF	UNIT	DESC
A	SMALL WHITE	\$ 2,747.06	\$ 3,047.06	\$ 3,138.47	TON	Fresh
B	GIANT WHITE	\$ 3,400.65	\$ 3,700.65	\$ 3,811.67	TON	Fresh
C	RED	\$ 4,054.25	\$ 4,354.25	\$ 4,484.88	TON	Fresh

T&C*

Minimum Order 20 Ton all Variant (Mix)

Incoterms FOB Tanjung Priok Port

Down Payment 50%

50% Payment: Good arrive at the port and documents are clear

*Valid for 2023