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MORILIFE INDONESIA: A SUSTAINABLE MORINGA-BASED BUSINESS MODEL TO COMBAT STUNTING AND PROMOTE NUTRITION EQUITY

Astrid Junietta Aqilah
Faculty of Business, Master of Technology Management, President University, Cikarang, Indonesia
E-mail: astridjunieta@gmail.com

ABSTRACT
Stunting remains one of Indonesia's most persistent public health challenges, affecting millions of children under the age of five and limiting their cognitive and physical development. This paper introduces *MoriLife Indonesia*, an innovative business initiative that utilizes the nutritional potential of Moringa oleifera to provide an affordable, sustainable, and culturally relevant solution to reduce stunting prevalence. Known as "the miracle tree," moringa is naturally rich in essential vitamins, minerals, and antioxidants that are crucial for supporting maternal and child health. The *MoriLife Indonesia* model integrates nutrition science, social entrepreneurship, and sustainable agribusiness to create a holistic value chain—from local moringa cultivation to product processing and community distribution. By partnering with smallholder farmers, healthcare providers, and community organizations, the project not only delivers high-quality nutritional supplements but also empowers local economies and strengthens Indonesia's food security system. The study applies a business plan framework supported by market analysis, financial projection, and impact evaluation to assess its feasibility and scalability. Results indicate that *MoriLife Indonesia* has the potential to generate both social and economic value by addressing nutritional deficiencies while fostering inclusive growth. Beyond reducing stunting, the initiative contributes to broader national priorities, including human capital development, poverty alleviation, and the achievement of Sustainable Development Goals (SDGs) related to zero hunger, good health, and responsible consumption. Through this model, *MoriLife Indonesia* demonstrates how science-driven innovation and community-based entrepreneurship can jointly create meaningful and lasting change.

Key Words: Moringa oleifera; Stunting; Nutrition; Sustainable business; Indonesia; Social entrepreneurship.

INTRODUCTION

Stunting, or chronic malnutrition, remains a persistent issue in Indonesia, undermining physical growth and cognitive development (De Onis & Branca, 2016). The government's efforts to reduce stunting align with the Sustainable Development Goals, notably SDG 2 and SDG 3. *Moringa oleifera*—often called the "miracle tree"—is nutrient-dense and a promising local solution (Fahey et al., 2018). Despite its nutritional profile, moringa remains underutilized as a targeted intervention against stunting in Indonesia.
However, limited research has explored how moringa-based nutrition can be integrated into a sustainable business model that simultaneously addresses public health and economic empowerment.
This paper presents *MoriLife Indonesia*, detailing a sustainable business model that couples nutrition science with social entrepreneurship to reduce stunting.

METHOD

This study employs a qualitative case-study approach using the *MoriLife Indonesia* business plan, secondary data from government health statistics, industry reports, and literature. The framework combines Business Model Canvas and Quality Function Deployment (QFD) for new product development. Analytical steps included needs assessment, product design using local moringa, market feasibility analysis, and financial projection modeling to evaluate economic viability and social impact.

RESULTS AND DISCUSSION

MoriLife offers moringa-based powder and capsule formulations targeting children under five, pregnant women, and lactating mothers. Formulations were designed to supply critical micronutrients

(vitamin A, iron, calcium) associated with reductions in stunting and anemia. The product is halal-certified, uses eco-friendly packaging, and emphasizes ease of integration into traditional diets.

Table 1. Nutritional Comparison of Moringa vs. Common Food Sources

Nutrient	Moringa (per 100g)	Spinach	Milk	Banana	Source
Vitamin A (µg)	7564	469	126	64	Mahmood et al., 2010; Fahey et al., 2018
Calcium (mg)	440	99	125	5	Mahmood et al., 2010
Iron (mg)	7.0	2.7	0.03	0.26	Mahmood et al., 2010
Protein (g)	9.4	2.9	3.4	1.1	Mahmood et al., 2010
Vitamin C (mg)	51.7	28.1	0	8.7	Mahmood et al., 2010

As shown in Table 1, *Moringa oleifera* contains far higher levels of key nutrients than common foods like spinach, milk, or banana. Its vitamin A and calcium contents are particularly high, helping to prevent growth disorders and strengthen bones. In addition, moringa's high iron and protein levels support blood formation and immunity. These properties make moringa a scientifically proven and affordable natural ingredient to combat nutrient deficiencies.

Industry forecasts indicate robust growth in the superfood and nutraceutical markets, creating favorable conditions for moringa-based products (Mordor Intelligence, 2025). *MoriLife Indonesia* integrates smallholder farmers into its supply chain, promoting rural livelihoods while improving local access to nutrient-dense supplements. Community-based distribution and partnerships with healthcare providers are core strategies for maximizing adoption and impact.

Financial modeling based on the business plan projects first-year revenue of approximately IDR 1.5 billion, with gross margin near 38.5% and ROI of roughly 14.9%. Cost efficiencies stem from local sourcing and lean operations. Continued scaling is projected to improve margins and broaden social impact on nutrition outcomes.

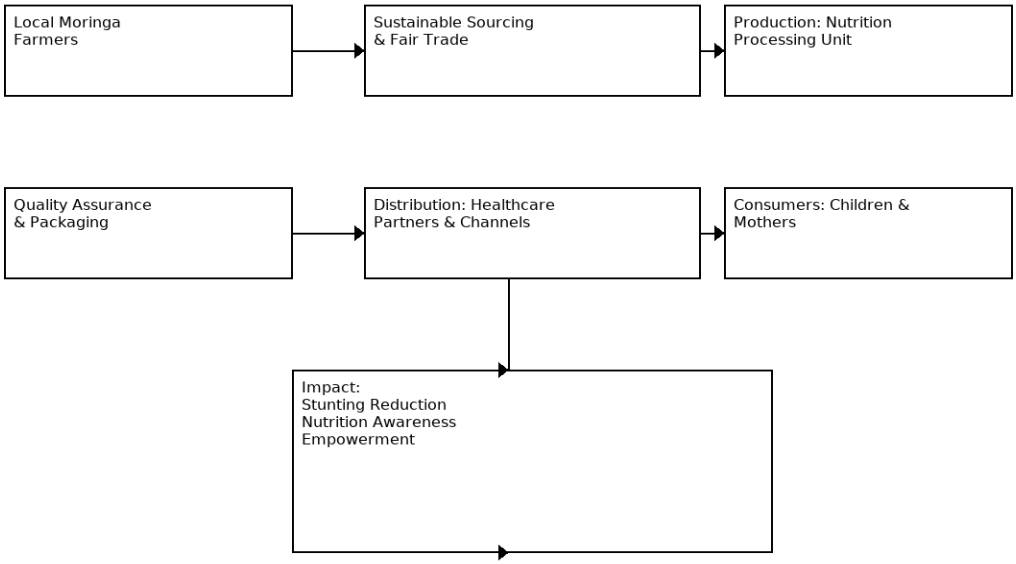
Table 2. Financial Projection of MoriLife Indonesia (First Two Years)

Year	Projected Revenue (IDR)	Operating Cost (IDR)	Net Profit Margin (%)	ROI (%)
2025	1,500,000,000	922,650,000	38.49	14.89
2026	2,800,000,000	1,502,500,000	46.33	22.14

The financial projection in Table 2 demonstrates the strong economic feasibility of *MoriLife Indonesia*. During the first operational year (2025), the business is projected to generate IDR 1.5 billion in revenue with a net profit margin of 38.49% and an ROI of 14.89%. In the second year (2026), revenue is expected to nearly double to IDR 2.8 billion, with higher profitability and efficiency reflected in an ROI of 22.14%. These results indicate sustainable financial growth supported by local sourcing, cost efficiency, and increasing consumer demand for natural, moringa-based supplements.

Porter's Five Forces analysis indicates moderate barriers to entry and high buyer power. *MoriLife's* differentiation relies on quality assurance, local supply chain integration, halal certification, and strong social branding. The initiative aligns with national nutrition priorities and SDGs.

Figure 1. Sustainable Business Model of MoriLife Indonesia



This model illustrates the integrated value chain of *MoriLife Indonesia*. The process begins with local moringa farmers who supply raw materials through sustainable sourcing and fair-trade practices. These materials are processed in the nutrition production unit, followed by quality assurance and eco-friendly packaging to maintain product safety and consistency. The products are distributed through healthcare partners and community channels to reach children and mothers as the main consumers. The overall impact includes stunting reduction, improved nutrition awareness, and community empowerment, creating both social and economic benefits.

CONCLUSION

MoriLife Indonesia presents a feasible and scalable model that merges nutrition science with sustainable entrepreneurship to address chronic malnutrition. By leveraging local moringa production and embedding social impact into the business model, *MoriLife Indonesia* can contribute to stunting reduction, improve maternal and child health, and support local economies. Future work should include pilot implementation, longitudinal impact evaluation, and expansion studies across diverse Indonesian provinces.

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