

Mongolia Smart Farm

Business Plan

Smart Agriculture & Luxury Resort Integrated Complex

1. Corporate Overview

Company Name: Mongolia Smart Farm (Luxwood)

Vision

To grow into a leading agricultural enterprise that increases fresh vegetable self-sufficiency and reduces import dependency through smart farm technology optimized for Mongolia's climate.

Mission

To ensure year-round stable vegetable supply, introduce locally adapted smart farming technology, and contribute to community employment and income growth.



Business Overview

Country: Mongolia

Business Type: ICT & Greenhouse Smart Farm
(Leafy greens, Cucumber, Tomato, Cabbage, Strawberry)

Key Clients: Emart·Nomin chains, Retail shops, Hotel·Resort B2B

2. Market Analysis

Mongolia Annual Fresh Vegetable Import Value (2025 Est.)

\$30,000,000

70%+ of total vegetable consumption relies on imports
Avg. winter temp below -20°C — year-round domestic production impossible

Import Dependency by Crop (min. estimate, China-origin only)



※ Actual import dependency is higher when including Russia, South Korea, and other countries



Policy Environment

- Food Security Act — greenhouse & smart farm complex development
- Expanding agricultural infrastructure investment
- Favorable policy for private smart farm investment
- Financial & tax support expansion

3. Business Model & Production Plan

Annual Production & Sales Plan (2026 Projection)

Crop	Volume	Unit Price (USD)	Est. Revenue
 Cabbage	4,000 tons	\$1.47/kg	\$5.88M
 Cucumber	2,000 tons	\$2.89/kg	\$5.78M
 Tomato	2,000 tons	\$4.12/kg	\$8.24M
 Strawberry	500 tons	\$17.65/kg	\$8.83M

Annual Total Revenue (Baseline)
\$28.73M

Annual Net Profit (30% margin)
\$8.61M

※Unit price converted at 1 USD = 1,700 MNT. Actual figures subject to market conditions.

4. Smart Farm Technology & Operational Strategy

Core Technologies



Greenhouse Climate Control

Automated temp, humidity, CO₂ & light control
Stable growing conditions even in extreme cold & dry climate



Hydroponics & Irrigation System

Maximized water & fertilizer efficiency
Optimal crop productivity



ICT Monitoring

Sensor · Camera · Data platform
Real-time growth monitoring & data-driven optimization

Crop-Specific Cultivation Strategy



Leafy Greens

Short growing cycle · high turnover — secure early-stage cash flow



Cucumber & Tomato

High import substitution — target mid-to-premium market via supermarkets & restaurants



Cabbage

High-volume · low-cost — area allocation & production cost management key



Strawberry

High value-add — linked to agri-tourism & premium retail channels

5. Investment Highlights & Expected Impact

Investment Highlights



High Import Substitution Potential

24–35% China-origin import share in key crops — significant room for domestic production shift



Fast Return on Investment

Short-cycle leafy greens + mid/long-term cucumber & tomato — stable, diversified cash flow



Favorable Policy Environment

Aligned with food security & ag modernization policy — high potential for government & NGO support

Expected Impact



Economic Impact

- Annual revenue \$28.73M, net profit \$8.61M
- Vegetable import substitution & trade balance improvement



Social & Environmental Impact

- Year-round fresh vegetable supply — improved public nutrition
- Agricultural job creation & smart farming workforce development



Resource Efficiency

- Greenhouse-based efficient water & fertilizer use
- Environmentally friendly farming practices

6. Financial Plan & Implementation Schedule

Investment Scale & Funding Structure

Initial CAPEX

- Land, greenhouse structures
- Environmental control systems
- Hydroponics & irrigation equipment
- Packaging, storage & logistics

OPEX (Operating Costs)

- Labor, energy costs
- Nutrients & seedlings
- Maintenance, logistics

Funding Structure

- Equity capital
- Local financial institution loans
- Government & NGO cooperative programs
- Overseas agricultural & development cooperation

Implementation Roadmap

H1 2026

Feasibility study
Local partnerships & site selection

H2 2026

Design & permitting
Construction commencement

2027

Trial cultivation & production
stabilization
Distribution channel contracts

2028+

Scale-up production
Processing & branding
diversification

7. Risk Factors & Key Summary

Key Risks



Market / Price / Profitability: 2024–2026 estimates — subject to seasonal & exchange rate fluctuations



Energy Costs: Harsh cold & dry climate significantly impacts heating efficiency & profitability — energy-efficient design essential from the outset



Price Volatility Risk: To be mitigated through long-term contracts & brand strategy

Key Summary



Annual Revenue Target: \$28.73M (approx. 48.9B MNT)



Annual Net Profit Target: \$8.61M (approx. 14.7B MNT)



Initial Investment: \$29–41M (50–70B MNT) target range



Payback Period: 4–6 years (vs. global avg. of 4–8 years — faster recovery expected)



Mongolia's high import dependency + local pricing = compelling fast-payback opportunity