

ABSTRACT

The continuous improvement of technology brings drones as one of the widely technological tools used in human life. Applicable in many sectors, drones in agriculture have the benefits to help collecting and analysing data, monitoring field conditions, also planting and watering the farm. The application of drones in agriculture increases the opportunity for farmers to reducing costs and maximize their time of works.

The analysis of this study was conducted using interview and literature review. This research focused on the topics of drone market development and the agriculture drone, where the main area of this study is in Singapore and New Zealand. These two countries known for their advanced uses of technology and have the interests in agriculture. With the help of Porter's Five Forces Model and Business Model, a comparison was made to see the likeliness of which country to develop its agriculture drone market. The finding discusses that New Zealand has more opportunity in the development of agriculture drone market.

Key words: Drones, Unmanned Aerial Vehicles (UAVs) Agriculture, Agriculture drones, Drone market, Porter model, Business model, New Zealand drone market, Singapore drone market, New Zealand, Singapore.