

EXECUTIVE SUMMARY

PT Alba Biotek Inovasi aims to make Indonesian society free from insecurities by helping them achieve their best skin, starting from SKIN TIME. SKIN TIME can be easily accessed via online or offline stores in all region of Indonesia. SKIN TIME provides three types of products for sensitive and acne-prone skin. Our first product is probiotic rebalance skincare, powerful yet gentle “good” bacteria formulated with advanced biotechnologies using highest quality ingredients and made with the best hygiene standard.

Our beauty and health business exists to answer people's needs who struggle with sensitive and acne prone skin. SKIN TIME attempts to be a customer centric company and give the best value on products’ price. Our products’ price range from Rp 119.000,- per tube, containing 100 ml of gentle cleanser. Our journey started by establishing our brand using social media in 2022. Customers can purchase our products directly from our website and whatsapp or by using third parties such as shopee, and tokopedia. Online consultation and skin progress monitoring also help them to achieve their skin goals.

In order to rebalance, restore, and reactivate the skin health of Indonesian society, SKIN TIME recruit people who share the same values. Our team consists of people who value teamwork, reliability, quality, integrity, and innovation to bring the best quality products to our consumers. Starting with 5 employees in the early year, SKIN TIME’s employees are predicted to increase to 105 people by the year 2026 due to the huge expansion in 2025 and intense workload that requires more labor force.

This business plan is feasible to realize with Rp 1,483,584,842 of initial investment and can generate a NPV of Rp 102,170,135,787 at the end of year five with a payback period of 1 years and 9 months.