

## EXECUTIVE SUMMARY

The inter-census population survey (SUPAS) projects that the population of DKI Jakarta in 2020 will increase by 72 thousand people to 10.57 million people. Reports from the Central Statistics Agency (BPS) and Bappenas stated that this number increased by 0.7% from the previous year which was 10,504,100 people. About 72.08% of the total population are in the productive age group (15-65 years). The productive age group have various activities throughout the day and most of the activities need physical use.

In this modern era, the importance of health become main factors as a primary need in life. Maintaining physical health by adopting a healthy lifestyle, especially in the midst of the Covid-19 pandemic, is very important. Many people didn't realize that the daily activities can cause health problems, especially in the movement system and body functions. Abnormalities or disorders in the movement system are usually caused by a variety of factors such as: genetic; fatigue; inflammation; decreased range of motion; muscle weakness; loss of function; pain; etc. Efforts that can be made are consuming nutritious foods, regular and regular exercise, and adequate rest. Humans cannot perform optimally without excellent muscle function.

During the Covid-19 pandemic, many companies implemented a work from home policy. Reporting from The Conversation, working from home makes it easier for workers to access unhealthy foods and snacks, which in the long run will lead to obesity. And workers will sit in front of a screen longer, which may have the wrong sitting posture, causing back pain or injury. The results of the Nordic Musculoskeletal Questionnaire (NMQ) show that neck (53.5%), waist (53.2%), and shoulder (51.6%) symptoms are the most common problems experienced by urban workers. This condition is the main reason for the growth of health services such as physiotherapy, where movement and bodily function problems experienced by the general public will provide opportunities to market and sell competent services.

This business plan seek the opportunity to provide an integrated physiotherapy centre which has complete facilities and offer solutions from developing, maintaining, enhancing and restoring bodily functions. The key differentiation of the clinic is the integrated system that implemented on the business model which only a few physiotherapy clinic in Indonesia can accommodate this kind of business model in their facility. The clinic called Sport and Rehab Institute (SRI) will be build in around South Jakarta Central Business District on a 1400m<sup>2</sup> land with total of 1800m<sup>2</sup> functional area in 2 stories building form.

The services will increase the efficiency and effectiveness of the customer's time, effort and costs until they are ready to continue their daily activities. SRI was established to

serve the general public and those who like to exercise, in addition to professional athletes and who have been injured due to sports or post surgery. The main competencies that SRI has are physiotherapists, specialist doctors, physical trainers, nutritionists and masseurs. SRI's service coverage includes consultations, screening tests, medical examinations, therapy, exercises, fitness & wellness programs, as well as rental of multifunctional indoor fields and gyms. With attracting base price of IDR 600.000 in premium service and several treatment are offered with package starting from IDR 400.000 to IDR 500.000 with hydropool therapy service.

Targeted segment of this clinic is premium market which are men and women ranging from unproductive age (0- 14 years), productive age (15-64 years), post-productive age (65 years and over) and willing to pay a premium price for a premium service & facility that provided in the clinic. Specifically the targeted market above are people which classified as SES A in Social Economic Status Scale and having a problem, post injuries nor care with their physical and musculoskeletal matters. SRI will approach the market by using some premium market approach method such as public trial, sports club partnership and select effective media that used by targeted market.

To support offered premium service, SRI will focus on several key resources such as professional medical personnel (Physiotherapist, Doctor, Physical Trainer, Physiotherapist, Nutritionist), premium professional utilities and facilities, personalized therapy and medical record and integrated building with international standard healthcare clinic. More, various supplier will be supporting the business in main and side function such as building & Facility management, sport equipment and utilities, and professional service personnel provider. All of those key resources and partners will be maintained regularly as SRI maintain the service excellence and Quality Assurance of provided service by training, calibrating and evaluating.

SRI project will be start on 2021 and will held grand opening to the market on early 2022 by finished infrastructure and management readiness to operate. The total investment is 17 Billion IDR with 83% equity from business owner and 17% from angel investor preferred stock early investment. The cost of capital of the investment is 15% (WACC), the Internal Rate of Return (IRR) 43% with 4,68 years discounted payback period. With the presence of SRI, our objective is to attract designated market to be more care on maintaining their physical being by using the right professional service in this industries. The projected potential market demand of the clinic is around 7,5 million people with projected growth around 30% and nett profit margin around 27%.