

EXECUTIVE SUMMARY

The growth of housing needs continues to increase, accompanied by higher building material prices and construction cost. Bricks and associated material (cement, gravel, sand, iron, etc) would constitute major cost in building. The conventional bricks that widely used in Indonesia are fired red brick and hebel brick which also categorized as polluting construction material since it involved firing process and chemicals. Therefore, as concern of optimizing building cost, awareness of sustainable development and environmental issue, it shall be introduced a new and alternative green building material to answer that challenge. Interlocking Compressed Earth Brick (ICEB) which simply called Interlock bricks can be a solution. Current research and developments also allow plastic waste or any waste material such as Fly Ash and Bottom Ash (FABA) to be processed as a building material which contribute to environment conservation.

G-iBricks offers a solution to meet the demand of high-quality green building materials for efficient and effective building construction and aesthetic appearance as well. The appearance of houses using G-iBricks is supported with various colors, lighter and more environment friendly due to no burning process required and applied plastic sachet waste as one of the raw materials for interlock bricks.

PT G-iBricks is a company established under the laws of the Republic of Indonesia which is engaged in the production and trading of building materials in the form of interlock bricks. G-iBricks is located in Bekasi, West Java, which consists of offices and production facilities for interlock bricks under the G-iBricks brand to serve housing needs in Greater Jakarta, Bandung and its surroundings as well as several major cities in Indonesia.

The target market in the first 5 years are developers and building contractors of upper-middle class housing in Jabodetabek, Bandung area and other big cities through the B2B business model. G-iBrick product has added value for its customers given following Point of Difference (PoD):

- Ecogreen / Environmentally Friendly due to lower dependency to laterite soil and burning process as well as contribute to the reduction of plastic waste, in particular sachet plastics, which are currently end up and piled up at TPA (Final Disposal Area).

- Lighter compared to ordinary interlock brick which has weight around 5kg per piece. G-iBrick weight is estimated at a maximum 4.4 kg per piece.
- Have more variation of colors; G-iBrick offers at least 3 types of colors: red brick, dark grey, and white. Ordinary bricks offer only one color, either red brick/dark grey.

G-iBricks business investment plan on interlock brick production machines is to be realized in stages based on market requirement with a business profile of 5 (five) years as follows:

- Preparation period will be focused in first year where production facility will be constructed and salesmen has been going to be recruited to penetrate the market with promotional activity to educate product awareness and develop the customer engagement;
- The market share targeting is 2-3% of houses requirement in Jabodetabek, Bandung and its surrounding gradually in 5 years. Product sales for 300 houses would be targeted in second year (after first production) and continue growing till 2,100 houses in year of 5;
- Production facility would follow the marketing plan (market driven) as a 20,000 pieces/year of each production line capacity. Production machine will be conducted in 3 (three) production line which are purchased and installed in stages in accordance to marketing plan. First installment would be 20,000 pieces/year and gradually increased till 60,000 pieces/year in year of 5.
- Capital requirement will be Rp 10.000.000.000 (ten billion rupiah) and would be funded by investors as their share in this company.
- Based on assumptions and business strategy which has developed in this business plan, feasibility indicators have been projected as follows:
 - Net Present Value (NPV) : Rp 12,349,927,989
 - Internal Rate of Return (IRR) : 39.41%
 - Payback Period (PBP) : 3.60 years
 - Profitability Index (PI) : 1.29
- Based on the result of financial feasibility assessment above, the business plan of G-iBricks is **FEASIBLE** to be executed.