

## EXECUTIVE SUMMARY

Based on the household spending data provided by SUSENAS in 2019, it is shown that Java has the highest annual renovation spending of 535 thousand rupiah from approximately 42 millions households. Majority of those houses are located in five big cities such as Jakarta Greater Area, Bandung, Semarang, Jogjakarta, and Surabaya. In total, Java Island's household spending on renovation reached 22 trillion rupiah per annum which can be considered that this industry is a big market.

In addition to that, our quantitative research indicates that 51,9% of respondents are often doing small repairs such as fixing broken air conditioner, leaky roof, broken water pump. Nearly one third of them, carry out small to medium renovation such as home décor and painting, where most of them (83,9%) tend to get the job done by calling their personal handyman. The main factor why those potential customers are still reluctant to use online service for home repair and renovation is due to more expensive price and disbelief to online services.

PT Renovasi Teknologi Indonesia sees those challenges as opportunity to develop a digital- based market place called renovEASY to provide one-stop-solution service for home repair and renovation. The marketplace will connect customers to more than fifty thousands partners of handymen, builders, interior designers, and material vendors in five big cities of Indonesia.

renovEASY is committed to bring the best services to the customers and partners by providing three benefits. These benefits, which represent company's point of indifference, consist of certified handymen, project bidding system, and flexible payment method through KPR (Kredit Perbaikan renovEASY) program to overcome customers' pains nowadays.

Company's head office and operation will be located in Jakarta with four branches by the end of fifth year. Each branch will be equipped with Enterprise Collaboration System as the main source of information in order to enhance work effectiveness and efficiencies among internal employees and partners.

From the financial aspect, based on the five years financial projection, the business shows promising prospect. By investing Rp. 7.500.000.000 the business will generate over than 25 billion of net revenue with the break even time of 4 years. Moreover, positive NPV of Rp. 6.423.120.849, and IRR of 28%, also support the favorable futures of this one-stop solution market-place for housing repair and renovation business

