

## EXECUTIVE SUMMARY

In 2020, with the impact of Covid-19 pandemic catch Indonesia in shock which claimed million lives and hit almost all industries adversity, it creates business opportunity. The pandemic creates consumer's new habits and lifestyles, where companies must respond, recover, rebuild and adapt living with the Covid-19. When companies in Indonesia need to build digital transformation, the World Bank predicts that there will be a shortage of 9 million digital talents between 2015 and 2030, or an average of 600,000 digital talents annually. This gap between supply and demand has significantly increased the salary range for digital talent in Indonesia. Today, qualified digital talent has more option than ever before. Intense talent competition not only drives high business costs, but also leads to high employee reduction rates.

Based on the Porter's 5 Forces competitive analysis on the opportunity of the digital talent headhunting business, the market for this industry is largely potential and supported by the AI technology with innovation and the capacity of buyers that grow rapidly in the industry, including start-ups, e-commerce and companies that urgently need digitalization. The market share is still open to grab and could compete in the industry. Indotalent exists to capture this untap market who are competent to target the digital talents with diploma background, 24-50 years old, and minimum 2-years of professional experience.

As the digital talent demands is rising, the Covid-19 pandemic also elevate digital competition to higher level in the nowadays market. As the result of the 5's Forces analysis, Indotalent is at strong level of competition in the industry with only few numbers of local players who are in the market. Indotalent will enter the headhunting industry and focus to specific segment that are digital professional with experience. And based on the rivalry analysis, Indotalent is considered as part of the cost focus strategic group.

With its cost focus strategy, Indotalent, differentiate itself with competitor through its values FASTER (Focus, Agile, Synergy, Trusted, Excellence, and Reliable) which offers affordability with margin fee 13-14% per talent's annual contract and Rp 5.000.000 per year of company partner membership. As the focus area market, Indotalent will concentrate to the 5 big cities in Java Island (Jabodetabek, Bandung, Semarang, Yogyakarta, and Surabaya) with targeted market as big as 400-500 companies and 20.000 talents database. The service with penetrate the market through digital marketing communication and job exhibition event. Through its cost focus strategy implemented in its operation strategy, Indotalent is optimist to enter the market and compete with

local and international exiting players in the same strategic group and grab the market share of 10% in 5 years and sales growth above 40% per year.

With NPV of Rp 8.178.416.934, IRR 36%, it makes this business attractive and feasible. Indotalent planned to invest Rp 5.000.000.000, with capital cost 15%. Business feasibility analysis suggests that the business is in medium risk category, therefore, seeing the potential huge demand in the future, the company is optimistic that the business will grow. To sum up, it is believed that Indotalent will be successful in this business as the digital talent headhunter and recruitment consultant company in Indonesia.

