

EXECUTIVE SUMMARY

Referring to the statistical data published by the central statistics agency Badan Pusat Statistik (BPS) in 2020 regarding the state of employment in Indonesia, it is stated that vocational schools - Sekolah Menengah Kejuruan (SMK) graduates are the largest contributor to the number that dominates the unemployment rate in Indonesia. After graduating, vocational school graduates are expected to be more capable and better prepared to work as experts in their fields. However, in reality the absorption rate of the vocational school graduates in the industrial world is still far from the expected level.

The high unemployment rate for vocational graduates is not solely caused by the lack of available job opportunities, but rather because of the difficulty in meeting and connecting the two needs between market needs and the skilled candidates in the industrial world.

Managing the human capital management is one of the main strategies in today's business, whether it is in a small business that is just starting out or a well established enterprise. Finding the qualified candidates can be challenging as most of the time only the well-established companies are within the radar of the best qualified candidates. Its process sequence demands time, energy, and cost while companies need to focus on their core business.

PT Mitra Vokasi Pratama (VOKA) develops a business plan that offers a multichannel recruitment management through a mobile application and web-based technology. VOKA is a mobile application serving as a platform that manages search data automatically to streamline candidate sourcing in order to provide match-making solutions between employers and job seekers.

The services provided by VOKA is extended to provide the manpower supply by building partnership with vocational schools and staffing partners, as well as human capital management which are managed through a single platform. VOKA is leveraging technology to accelerate candidate screening, recruitment processes, and automate manual routines. The existence of VOKA offers support to carry out the entire spectrum of human resource management and remove bottlenecks from the existing complexities process faced by companies.

At its early stage, VOKA will focus on growing its business to support Horeca Industry (food service and hotel) in Jakarta areas, which then followed with an expansion to other nearby city areas including Bogor, Depok, Tangerang, and Bekasi. With large number of existing companies in the Horeca Industry in Indonesia and its increasing market, VOKA has the potential to have an exponential growth thus can be expanded to other big cities in Indonesia.

VOKA chooses to implement the Overall Cost Leadership strategy as its generic competitive strategy to compete in its industry. The use of artificial intelligence with algorithms that are continuously improved to replace the role of humans to carry out manual selection of job field criteria and candidate qualification criteria needed is the main part to actualize its efficient operation strategies in order to achieve cost advantage. The utilization of the Robotic Process Automation (RPA) embedded in web pages to replace the role of customer service for routine matters is another additional advantage in order to strive for its competitive advantage.

VOKA would need a total investment of IDR 8.5 billion which will be funded through funding from founders to start and across its early 5 years of operation. Based on the 6-year financial projection, VOKA's payback period is 4 years and 11 months, with a Net Present Value of IDR 31.3 billion within less than 10 years, and an Internal Rate of Return of 37.65%.