

Executive Summary

There are some backgrounds that we see as opportunities to run this business, significant growth of Jakarta's infrastructures, growth in capacity of transportation especially motorcycles, worker's need for quality time with families in weekend, so there will be an option to service their motorcycles in weekdays.

Product of Motomate (as brand name of this business) is motorcycle's routine services and spare parts sales in TOD (Transit Oriented Development) area or Centre of Integrated Motorcycle's Services in TOD. Motomate use application (apps) for booking, monitoring services, payment and hand-over key from customer to mechanic. Value for customer is time efficiency while they are working they can get service their motorcycles in TOD area.

Third-parties to cooperate in this business are land owners, suppliers of spare parts, mechanic's training centres in order to have similar qualities with official workshop, provider for payment gateway, cloud provider, and smart locker application. Cost Leadership is Motomate's Competitive Strategy.

Motomate's business feasibility analysis is planned for 10 years which is start on early 2022. In most likely scenario this business has NPV of 9,9 billion rupiahs, IRR 25%, and payback period in 7 years and 7 months. With those financial projections, we can conclude that this business is feasible. In the first year, Motomate will be opened in Jabodetabek area at TOD M1 Soekarno-Hatta's airport, Depok Station, Cisauk Station, and Lebak Bulus MRT Station, and will expand to West Java, Central Java and East Java until year tenth with final total 22 stations.