

## EXECUTIVE SUMMARY

The need for postpartum services for mothers has not yet come to the attention of business people who have been around at the moment. Existing businesses generally only prioritize baby care. In general, expectant mothers and partners focus more on pregnancy and consider caring for the baby and yourself after giving birth is easy and can be done based on a mother's natural instincts. In reality, that's not the case.

The postpartum period or childbirth is the time starting after the placenta is born until 42 days later, is a critical phase for the health of the baby and the mother. At the birth of a first child between 50 to 80 percent of mothers experience babyblues syndrome postpartum, and about 10 percent of new mothers experience postpartum depression (Alodokter 2018). In today's urban society, due to the problem of distance from parents and close family, and because of the shifting social characteristics of young people who are far more independent, there is a need for the presence of post-natal professional services. However, these needs have not been met by businesses that already exist today.

The value proposition offered by the Mamaku Reliable business is to provide care for babies and mothers accompanied by training for mothers to have knowledge, be skilled and careful in caring for babies and themselves after giving birth. The target customers chosen by Mamaku Handal are mothers who have just given birth, especially the first child, with an upper middle class social economic class in Jabodetabek in the first to the third year. The expansion was carried out in Bandung in the fourth year and in Surabaya in the fifth year.

Referring to the 2019 BPS data and several other secondary data related to birth rates, for Jabodetabek as the area chosen as a pilot project it is projected to average around 300 thousand births per year. Using a target of 3.5% towards the assumption of birth rates of the middle and upper economic class in Jabodetabek as the target market, around 5.500 prospective customers were obtained in the first year of Mamaku Handal's operations.

The target market of 3.5% in the first year of Mamaku Handal's business was set according to the Diffusion of innovation theory where as a pioneer of integrated postnatal homecare services for babies and mothers, at the beginning of the product launch, the focus of the market were innovators and early adopters (Rogers 1962). In the following years up to the fifth year Mamaku Handal market target increased by between one and one and a half

percent towards the assumption of the birth rate of the middle class and upper class in Jabodetabek.

After getting a clearer picture of the challenges and business opportunities, the next business development plan is Bandung in the fourth year and Surabaya in the fifth year.

Mamaku Handal provides 3 types of services according to the needs of each targeted market persona, namely Platinum, Gold and Silver. All three get standard service according to the value proposition set by the difference in the length of days and the number of hours of daily service

Mamaku Handal business scenario is strongly influenced by two external factors, namely the population of the middle and upper economic class and the number of births in big cities. Apart from these two factors, Mamaku Handal business scenarios are also influenced by the level of market interest in the services offered, but this can be controlled through effective marketing strategies and Customer Relationship Management. Other external factors that can affect Mamaku Handal business scenarios are pandemic events that can affect social order outside the control of Mamaku Handal like Covid 19. Under these conditions, Mamaku Handal entire business strategy needs to be reviewed according to the new normal.

In order to be able to compete and excel in the homecare service industry Mamaku Handal chose the competitive strategy of Differentiation with Cost Objective as Order Qualifier and Quality Objective as Order Winner.

HR organizations and plans are arranged in line with the company's Vision, Mission and business advice. As a company engaged in the service business, the HR function plays a key role in Mamaku Handal's business success.

With a total initial investment of Rp11.250.000.000, this business plan can generate an NPV of Rp6.306.409.582 over a five-year period. Shareholders will get a dividend of 20% starting from the third year. Not only for the benefits of the shareholders, Mamaku Handal also focuses on providing benefits to all stakeholders namely employees, customers, and partners.