

## EXECUTIVE SUMMARY

Disabled people have necessities and desires to travel with their family, just like normal people would do. This phenomenon is discovered based on interviews and research with deaf, blind and physically disabled people in Indonesia. However, despite the growing number of people with disabilities who want to travel, there are very few travel agents in Indonesia that offer tour packages for disabled people and their families. Therefore, our business plan, "Libur.in" aims to be a travel agent specifically designed for blind, deaf, mute and physically disabled people and their family who want to travel domestically and internationally. Libur.in is expected to be in a different market from other big travel agents, such as Golden Rama, Wita, Dwidaya and Panorama, since it has a focused differentiation strategy.

Recently, COVID-19 threatens the survival of businesses around the world. Tourism industry is one of the most impacted industries. By looking at the current business situation, Indonesian Government and government from various countries have started to boost the economy by starting to open their gate to tourism with health protocols regulation. The assumptions for business scenarios used in this business plan are based on the belief that the tourism industry will recover in near future. Although it may take longer than 2 years until all citizens are vaccinated, business opportunity for Libur.in remains enormous.

Libur.in intends to provide premium and customized tour package services, in compliance to health protocols. The primary customer segment aimed by Libur.in are middle-up families who have blind, deaf, mute and physically disabled family members. Several key partners include airlines, disabled friendly accommodation, restaurants, transportations, local travel agents, hospitals and insurance agents are needed to ensure safety and comfort for disabled people. Our point-of-difference compared to other travel agents is that we provide consultation pre-departure dates that could be in the form of home services. We positioned our market in the premium high cost and highly customized variants of tour packages. Mark-up pricing method is used to determine tour prices, with margins around 10%-20% from total expenses and premium fee in range within 5%-15% of total costs. Libur.in has marketing communication channels through social media, google ads, exhibition, brochure and website.

The operation objectives pursued by Libur.in are quality, flexibility, reliability and responsiveness. We also comply with health protocols based on CHSE (Cleanliness, Health,

Safety and Environmental Sustainability). Libur.in will have partnerships with airlines and hotels, and sign fixed contracts with local travel agents and transportations. The main office would be in the centre of Jakarta. The main divisions for organizational structure would be director, HR & GA, ticketing, tour, IT, marketing communication, finance & accounting. The number of tour leaders required is estimated around 10-13 persons for initial 5 years of operation.

Before commencing its operation activities, Libur.in is expected to disburse investments around IDR 1.9 billion, for transportation vehicles, disability equipment, furnitures & fixtures, IT hardware and software. The next major scheduled investment would be in year 4 and 8 for purchasing vehicles, estimated around IDR 700 million each. The main sources of funding are from capital stock. Libur.in is forecasted to achieve break-even point in year 4, assuming that the international destination is still not open until year 2 due to COVID-19. The retained earning balance is expected to become positive starting year 5. Based on feasibility analysis, the discounted payback period would be around 6 years due to COVID-19. The NPV would be a positive IDR 52 billion.

In conclusion, the business plan of Libur.in will create additional value for all stakeholders, especially for families with disabled family members. From the point of view from investors, Libur.in will generate values in the long-run as reflected from the positive NPV of IDR 52 billion. Even though the tourism industry is currently not attractive due to COVID-19, it is believed that in the distant future that people will travel again after the vaccine is discovered, including the disabled people who also want to travel as normal people do.