

## Executive Summary

ADAMAMA is a business that provides standardized and distributed Child Care Services (*Taman Penitipan Anak* or TPA). The idea came from the increasing number of career women that requires help on caring for their toddler. Based on the market research, there was an insight that the career woman with children between 2-6 years old are in needs of a childcare service which can deliver security, a standardized service across multiple branches, and child development assurance near their office. The target customers for the business are career women who live in South Tangerang and work at South Jakarta.

ADAMAMA business concept differentiate itself by becoming a standardized multi branch childcare services with child development assurance. This concept will be delivered through a well-trained caregiver and teacher using *Pengasuhan Ramah Anak* curriculum (PRA) which is done by ADAMAMA training centre. ADAMAMA put their position as a partner by through its business value proposition.

ADAMAMA's marketing strategy using offensive strategic market plans approach that leads to grow existing market by entering or developing new market. Through this strategy, ADAMAMA will highlight the benefits amongs other TPA such as location, training center, standardized services and curriculum.

ADAMAMA's operational strategy is to provide standardized child-friendly care services in each branch unit that suit the child's development. The operational team strives to maintain the quality of services as a top priority to win the competition by providing training centers, multiple branches and strategic location near offices.

ADAMAMA's human resource strategy is to create standardized caregivers and teaching staff to be assigned in different branches. This will be done through ADAMAMA own training centers in accordance with PRA. In the first-year establishment, recruitment will be done externally. Progresively, the recruitment process for the caregivers and teaching staff will be supplied internally.

ADAMAMA's financial strategy aims to increase shareholders value. Based on financial projection, this project has payback period of 6.29 years on the most likely projection. The calculation of the average NPV for the three projections resulted an expected value of 4.082 billion rupiah with an estimated IRR of 23.1% from the expected outcome. Based on this information, it can be concluded that this project will be feasible to be executed.