

## EXECUTIVE SUMMARY

In many countries it is acknowledged that housing is part of human rights. In Indonesia, it is believed that housing is part of the three basic needs for humans; which consist of Sandang (Clothing), Pangan (Food), and Papan (Housing). Many are fortunate enough to have a roof on top of their head, while others are not. Even, so the ownership of a house is still considered a luxury in today's society.

The property industry has its behavior of autonomously segregating its customer segment into geographical scopes. Therefore, geographical location is an important factor in the property industry. The location of Karawang has its potential to attract customers such as airport development, close proximity to the highway as well as the industrial area, which is one of the most vital industrial area in the West Java province. Property industry in Karawang has shown a positive trend in the past 10 years, this can also be observed from the declining trend of the area's poverty index.

The housing supply in Karawang, specifically Klari area has not yet fulfilled the market's demand, with only 22% of the potential market being secured based on the calculation of the demand of Klari area compared to the number of housing units being built or have been built. In addition to this, the houses being developed in the area are not with the facilities and advantages to last a long life and grow a family.

HUNI's strategy is to provide a housing product with differentiation in the form of design innovation to answer the hidden needs of HUNI's target customer. HUNI aims to accommodate customers by creating a housing facility that can grow with the customer and their families with reasonable pricing. We will start with building in Karawang, West Java area with 5 Ha land and to build 420 housing units within 5 years of the start of this business. Our focus will be providing a house with amenities that can accommodate the growth of a family so our customers can settle down and nest for the long run. With this strategy and focus, projection shows HUNI will achieve a payback period in 2 years and 5 months , with an estimated return of 27% during the 5 year run of HUNI at Karawang project.