

EXECUTIVE SUMMARY

Tourism sector is on government major attention now; this sector has proven to contribute to this country's economic in terms of GDP and development, with a growth track record more than 17% in 2016 (BPS, 2017). Central Java has a strong magnet for their beautiful destination. In Central Java, the number of Indonesian visitors in 2018 went up to 49,762,787 from the 40,118,470 in 2017 (Jakarta Post,2019). Located near the foot of merbabu mountain, Kopeng is a hidden gem amongst tourism destination in Central Java. This village is located at 1500-1700 mdpl above sea level was a result they have low temperature compared other areas in Kabupaten Semarang. Even though their location is not popular enough, one of its tourism destinations, Taman Wisata Kopeng has become the 4th most attractive destination in Semarang. Kopeng is really potential to become a new rising stars in the future.

Ing Alas Pinus is one of the upcoming tourism destinations that offers the beauty of pine tree ecosystem with modern architect in Kopeng village. Emphasized 3 major spots, Ing Alas Pinus wants to treat their consumer through eco-friendly recreational experience and also introduce local traditional food in the magnificent restaurants. This destination wants to attract more visitors to visit Kopeng and promote this village across the country.

The main objective of its marketing program is to make Ing Alas Pinus to become a market leader in Kopeng. It is expected to be the new icon of destination of people to visit Kopeng. In order to achieve this objective, Ing Alas Pinus should achieve minimum 120,000 visitors every year and supported by strong marketing effort and exposure especially in the beginning year. In the long term, Ing Alas Pinus wants to attract local tourists to visit Kopeng as one of their top bucket list of destinations.

Human resource is really important to this business. Ing Alas Pinus is comitted to acquire employee based on their competency to meet business requirement. Botanical expertise is highly required for maintaining the core ecosystem for several positions. In order to create a better human resource system, Ing Alas Pinus require selection process which obligates to fulfill 90% of their competency to meet the criteria requirement and create regular training process.

The operating division of Ing Alas Pinus has the responsibility to carry out every operational activity appropriately to support the company goals, namely ensuring the consistency of the quality of the products to meet with the product quality standards. Lower defect rate is required, it determines the proper safety stock is required to achieve high quality product and satisfy the consumer based on their demand.

In the end, increasing shareholder value is one of the major financial objectives to create a sustainable and optimum business performance. In order to achieve that, positive NPV is highly required. On the other hand, with initial investment around IDR 14,5 billion, Ing Alas Pinus targets Net Present Value around IDR 4,9 billion within 5 years with the liquidation scenario by the end of the year.

