

EXECUTIVE SUMMARY

PT. Wahana Transportasi Kreatif Indonesia is a Transportation Rental company that focuses on providing application-based transportation using electric motorbike with various options to fulfill each customer need. Early target market is tourists in the region of Bali.

The idea of this business come from the problem of increasing number of air pollution in Bali caused by the traditional gasoline vehicles and the lack of flexibility from using the traditional public transportation and car/motorbike rental service. According to data from Greenpeace Indonesia taken in 1 August 2018, Bali air quality index is rated unhealthy for sensitive group (104 US AQI- Air Quality Index). The normal air quality range is between 0 to 50. Major cause for this pollution is increasing number of vehicles, especially motorcycles. From data taken in Central Bureau of Statistics, the number of motorcycles in Bali in 2017 reached 3,337,326 unit. This number is expected to grow continuously and this number is estimated to reach 4,3 million in 2022.

One of the main contributors to this problem is tourists. By comparison, the number of tourists in Bali in 2017 is 14.433.372, while local community are only 4 million. In the future, the needs of vehicles will increase along with the growth of tourists. Existing transportation such as local busses and other forms of transportation have several limitations for the users, such as fixed routes, high cost, and limited access for users. Therefore, tourists need easily accessible, affordable, and ecofriendly transportation solution. Our solution come in the form of green and flexible transportation mode that accessible through the usage of mobile apps.

Ride n Go will provide electric motorcycles that spread throughout our charging stations in strategic areas such as hotels and tourist destination area. To provide access to our service, Ride n Go will be equipped with an integrated application. This application will function as our main hub where customer can reserve our service, paying through the application and turning on and off the motorcycle.

According to the data from National Statistics Centre, there are over 14,4 million tourists in Bali in 2017. With average growth of 15% in the last 5 years. In year 2020, there are approximately 20,715,485 tourists coming to Bali in one year. Our target market is tourist above age 17 and not travelling in tour reaching approximately 9,8 million people per year.

From our market projection, the expected user in the first year of operational are 72,000 users with total revenue of IDR 10,9 billion. In the fifth year of operation

Ride n Go is expected to have 1.109 motorbikes and 208 charging station spread thruout Bali.

The project is fully funded from equity with discount rate of 18,48% (including 5% adjusted small stock premium for start-up company according to KPMG Survey). The payback periode for Ride n Go is 3 years with IRR of 62% and NPV of Rp 59.878.865.764,-. According to the calculation of the business risk using assumption of liquidation method and probability of each scenario of 20%-60%-20%, the coefficient of variance score is 0.6 and the probability NPV<0 is only 4,91%. The value of coefficient of variance suggest that the business investment risk is medium with probability of NPV is still acceptable level.

From the data provided, the following business plan is considered viable with high return to the investor. In addition, Ride n Go still has promising expansion potential in the form of business expansion outside Bali, service line extension, and collaboration with locals.

