

EXECUCITIVE SUMMARY

The effective warehouse system is a vital part to support Indonesia economic growth because most of the industry needs warehouse as the supporting tool to run the business. The high growth of small and medium enterprise (SME) in Indonesia is one of the reasons that pushes the demand of the warehouse, but the supply of warehouse is still low compared to the high demand. This condition is reflected in the big investments made by local and foreign company to fulfil the gap, ALFI (Asosiasi Logistik Forwarding Indonesia) study said, and the warehouse industry will contribute Rp 147,5 T to Indonesia GDP or increased by 12,49%.

Regardless of the underserved problems, most of the current warehouse rentals are rigid and inefficient. The renters are restricted with minimum period and space for making contract. It may not suit their needs and cost more, reducing their capabilities to accelerate growth, especially the SME who has less choice and power. The risk of lost and broken inventory is also still a major issue in recent warehouse rental service that could be interpreted as additional cost due to lack of transparent inventory flow.

Goodang captures these issues as an opportunity to provide an efficient and flexible warehouse rental service empowering warehouse management system (WMS) that helps small medium enterprise (SME) to focus growing their business. Goodang aims to serve 2.200 SME by the end of year 5 with 110 warehouses operated in Jakarta and Banten area.

The main objective of its marketing program is to introduce new business model of warehouse when people can rent a warehouse with flexible time and space. However, we also aim to increase the consideration 40% during fifth year and conversion become 25% during fifth year from our target customer. Goodang also exercises effective marketing activity that focuses on customer profiling and funneling and efficient operations supported by technology that will be the enabler and unique selling point. Thus, Goodang can fill the underserved warehouse service and solve related issues in warehouse industry.

The operating division is really important to this business because the successness of the service can be deliver through the operating activity. In our business, our goal is to deliver a renting warehouse that can give efficiency in term of cost and also create flexible services.

Human resources is really important to this business. Goodang is comitted to acquire employee based on their competency to meet business requitment. Goodang is highly required for maintaining the core ecosystem for several positions. In order to create a better human resources system, we provide consultation system that can accomodate the needs of our employee.

In the end, the major financial objectives increasing shareholder value, fulfill all the operational activity and investment long term assets. Besides of that, we also aim to increase company value. In order to achieve that, positive NPV is highly required and assume the NPV

around 991 Billion Rupiahs in five years. On the other hand, with initial investment around 18 Billion Rupiahs with three years payback period that required return for investors around 13,45%. Growth of ROE and ROA from the first year into fifth year reach around 286%. IRR for this business is 75% and the payback period around three years.

