

## **EXECUTIVE SUMMARY**

*The Latin phrase in the past says “mens sana in corpore sano” meaning in a healthy body there is a strong soul. Another term that was introduced in early 50’s for the definition of health is “Wellness” which is a condition in which a person is more responsible for herself and plays an active role in taking an attitude or action in her life as a reaction to her life situation. Nowadays, the threat of critical illness is increasing, so public awareness of the importance of physical, mental, spiritual and social health is increasing.*

*Based on data published by MarketLine on the Profile of Gym, Health & Fitness Clubs Industry in Indonesia, said that the industry growth was 10.1% in 2018 with a market value of \$ 247.8 million and projected in 2023 it would increase 46% or reach market value around \$ 361.8 million with a CAGR of 7.9% predicted for the period of 2018 – 2023. Meanwhile, the Bintaro area itself has population around 0.8 million people (BPS: 2016) with an annual female population growth of 3.5% per year.*

*PT Adishree Kemilau Wanita Indonesia offers a solution for women by calling themselves the Women’s Wellness Home. The new definition for women that in addition to physical health it needs to be balanced by 3 (three) other aspects, namely mental, social and spiritual. Adishree provides integrated services including swimming pools, sport classes, coaching centers, and communal spaces for women. Coupled with supporting facilities in the form of spa and healthy food restaurant, in collaboration with franchise businesses and/or already known business in Jakarta.*

*Adishree’s target market is women aged 30-50 years in the Elite category who have time for routine activities in the fitness center. Those who prioritize premium class services and attach great importance to physical, mental, spiritual and social health. Adishree’s target is a minimum revenue growth of 7.9% per year and increase brand awareness to 100% on social media.*

*Adishree will be located in the Bintaro Sector 9 (nine) heading to the Terusan BSD, South Tangerang. This location is in a rapidly developing residential area with high purchasing power. On a land of 600 m<sup>2</sup>, a 3-storey building of 1050 m<sup>2</sup> will be built*

*with a swimming pool and sports class facilities and equipment, parking lots, consultation rooms and communal space. The investment needed to run the Adishree business is estimated at 10.75 billion Rupiahs.*

*Adishree will conduct the recruitment process to fulfill 100% of the manpower need and maintain a turnover rate below 5%. Continuous improvement and training will be provided to Adishree's team and partners to maintain service quality.*

*Business feasibility study uses the ten-year financial projection. In the most-likely scenario, (i) Adishree has an expected NPV of approximately 16.4 billion Rupiahs, (ii) with an IRR of 25% and (iii) Payback Period is 5 years and 11 months. Also using BEP analysis, this business will have break-event point when the revenue is accumulated after the 5<sup>th</sup> year. Based on a study of investment risk using standard deviation and covariance method, said that Adishree provides a variance of 48.01% (benchmark of medium-risk business).*

*Financial projection and risk analysis show that the business will be able to return the investment and sustain its business in the long run.*