

## EXECUTIVE SUMMARY

*As the main entrance to Komodo National Park, Labuan Bajo has become the prime destination tourism in Indonesia since the last few years. Appointed as a Top Big Four World Class Destination in Super Priority Planning of Indonesia's Tourism Minister give Labuan Bajo a highlight of tourism paradise for foreign also local tourist. In 2018, Labuan Bajo become another Badan Otorita Pariwisata (BOP) which shows the seriousness of the government to develop Labuan Bajo. Indonesia Tourism Ministry also projecting the number of foreign tourists coming to Labuan Bajo and surrounding areas will reach 500.000 peoples in 2020. But the current condition tourism activities, Labuan Bajo especially the surrounding island has not provided the unique and luxury accommodation to maximize the needs of private island living holiday for tourists or travelers. This Business Plan, Sadajiwa de Kanawa Resort will be the first resort in Labuan Bajo and surrounding island to offer accommodation with overwater bungalows in private island.*

*The main product of Sadajiwa de Kanawa Resort is a fullboard package of overwater bungalows and beachside villas overseeing the specific beauty of Kanawa Island, Labuan Bajo. Which inspired from Soneva Jani Resort at Medhufaru Island Noonu Atoll, Maldives. This fullboard package will give guest a full service since arrival at Labuan Bajo island, meal during stay in, snorkeling above Kanawa's Island reef and local experience include entrance to Komodo National Park. The main target of Sadajiwa de Kanawa Resort will be European, American, and Japanese travelers also local tourist.*

*Funding structure of Sadajiwa de Kanawa will be 66,37% of equity fund and 33,63 % of investor debt. Feasibility of this business will be presented with a 10 years financial projection. From the most likely scenario, NPV is estimated to reach Rp.136.725.191.301,- with PI 1.21. And at the end of the 10 years the company is estimated to achieve 29% IRR, 21% MIRR, 14.36% ROA, and 49,21% ROE.*