

SUMMARY EXECUTIVE

ARJANA is a company that makes a product in the form of a training center and a small and medium scale business development for prospective retirees aged over 40 years old to foster retirees to be able to manage their desired business well so that they will have a happy life in retirement. This can be done by starting a business, either alone or with others and providing business consulting services. The background of Arjana existence is that according to BPS data for 2017 regarding the State of the Labor Force in the Province of DKI Jakarta, the number of working employees aged 50-59 years is 675,931 people or 15% of the total number of employees in Jakarta. This number has increased compared to the previous year. The high number of retirees can harm the DKI Jakarta government because it increases the number of unemployed because it is no longer included in the list of people who are actively working or productive. Therefore, positive actions or services are needed so that these retirees remain independent individuals and make active and positive contributions in the social environment.

According to the surveys that were distributed to 150 respondents who will and have entered retirement, the majority of whom work and live in DKI Jakarta, it was found that programs related to business opportunities through retirement preparation training are carried out with a short amount of time. Moreover, there are not many training venues that offer periodic evaluations after attending retirement preparation training.

Arjana provides an opportunity for trainees to study longer because of the importance of understanding well and correctly about the complete material. This training consists of a curriculum designed with the preference of the participants and covers the fields of business marketing, finance, operations, and human resources. Besides, the development of soft skills will also be trained so that participants can do business as a whole. Arjana also offers several classes of interest options that are complete so that participants have choices that suit their preferences. One of our unique values is to provide facilities and infrastructure that can be used by participants to support business promotion activities and offering new business opportunities for trainees through business franchises in collaboration with ARJANA partners. After the training period is finished, Arjana will conduct an evaluation and monitoring of the participants and guide the participants who want to do entrepreneurship so that they can be planned and carried out properly.

In terms of marketing, Arjana tried to adjust the company's communication strategy to the target market that wanted to be targeted, namely independent retirees and active retirees, who had knowledge about entrepreneurship but were minimal, aged 45-50 years, from the middle class with a limited retirement income and living in the Greater Jakarta area. Arjana will focus more on below the line (BTL) and digital communication strategies, where both communication strategies are considered most relevant to the characteristics of the target market being targeted. Arjana will establish its headquarter in Plaza Mandiri, South Jakarta because of its strategic location near offices.

Arjana always makes sure to employ professional experts including a business partner, coach, and brand ambassadors that well experienced and also can listen to customers to design a right curriculum for the customer to get a better experience in business making. In the first year, Arjana aims to have 200 customers and continuous growth to 1440 customers by the end of fifth years, with the revenue stream will be from program package paid by the customer to several payment options, Arjana should be able to generate revenue as much as Rp. 45.449.000.000 by the end of the third year and will significantly increase to Rp. 82.625.000.000 by the end of the fifth year. Moreover, Arjana will reach its discounted payback period in 3,9 years. Besides, paid-in capital in the first year will be Rp. 14.000.000.000,- to be invested in fixed assets and for company operational cost with cost of equity using the CAPM method which is 10.37%. Arjana will be able to generate MIRR (Modified Internal Rate of Return) as much as 40% and NPV (Net Present Value) in a total of Rp. 20.196.000 if counted without terminal value.

Therefore, Arjana is considerably had less risk business with high profitability. The HR training and development industry in Indonesia is attractive because of its large market potential. However, the low awareness and knowledge of the community to prepare for a good retirement is a challenge for this industry. Also, there is potential demand for training with a longer duration and evaluation after completing the training. The ability of companies to offer services that are following the demands of the community will be the determinant of success.