

## **Executive Summary**

### **Introduction**

PT Bamboe Paper Indonesia is a company with visions to innovate the tissue paper industry in Indonesia. Our tissue is made from bamboo - a greener, more sustainable alternative to conventional wood material. Our product is targeted towards, but not limited to, end users via retail stores.

Our product will be marketed in a very competitive price range from the eyes of the customer as tissue is considered a daily commodity nowadays, and price plays a big part in selling products of the kind. Our competitive strategy is differentiation, where we will reach pricing advantage within our market through added values that can not be found elsewhere.

### **Our Company and Culture**

PT Bamboe Paper Indonesia will be located at the Pergudangan Kamal Indah area of West Jakarta. The location was chosen due because of its easy access and infrastructure availability, and also the affordability of the overall land and building cost. The company will operate 24 hours in a day with a 3-shift working schedule for direct plant workers by the 6<sup>th</sup> year to enable them in working to their utmost potential while also providing them with enough time off. Back office employees will go through a more intensive screening process considering the company's relatively horizontal organizational structure.

### **Market Potential**

Indonesia is projected to have a relatively constant supply of tissue paper in the coming years with a growth of 2,83% YoY according to FAO's data from the past 15 years, while the demand of tissues will eventually overtake the number by the year 2020 in accordance to the people's increasing awareness of health and hygiene, according to Euromonitor. Even though the demand growth of up to 12,2% YoY from 2013 to 2016 will slow down to 7% by late 2020, there will still be a considerable gap in the market, which the company will capitalize on as an opportunity to enter the industry.

### **Competitive Advantages**

Compared to existing tissue papers, our product is stronger due to the physical