

EXECUTIVE SUMMARY

Introduction

PT. Natural Estetika Sejahtera is a company located in Gunung Putri, Bogor which operates in skin care industry and provides a white egg clay mask for consumer with Naturva as a brand. PT. Natural Estetika Sejahtera core team member consists of five people with position and the corresponding responsibility as :

- Chief Executive Officer : responsible for making strategic decision in company.
- Marketing Manager : responsible for making branding and sales strategy.
- Operation Manager : responsible for operation plan and activity.
- Human Resource Manager : responsible for human development and management
- Accounting & Finance Manager : responsible for financial control and create credit policy

Market Condition and Distribution Plan

According to Euromonitor 2017, skin care sales in Indonesia is increasing from time to time. The increasing of skin care sales is affected by few factors. The first one is the increasing of skin health awareness because of air pollution in Indonesia can cause many problems for face such as acnes and wrinkles. The second factor is rising of middle and affluent class (MAC) in Indonesia. akan terus mengalami peningkatan (BCG Asia's Next Big Opportunity, 2013). In 2012 MAC population in Indonesia around 41.6 million people and will increase to 68.2 million people in 2020. The more money people have, their purchasing power is also increased. According to BCG's article "Asia's Next Big Opportunity, 2013", one of the MAC priority is skin care.

Natural skin care product is the new trend in Indonesia. Many people in Indonesia are starting to demand more natural product in order to keep healthy. With this increasing awareness of health, the demand for natural product is also increasing. Beside natural product, halal certification demand is also increasing because Indonesia is the biggest country with Moeslim population. PT. Natural

Estetika Sejahtera is looking to satisfy these demands by developing skin care product which have natural and halal certification, with Naturva as a brand.

Naturva's target market are women in middle or higher class income, have age around 15-34 years old, because they are willing and able to pay more price and understand the importance of natural product. Naturva is looking to serve 60% from total natural mask share in Indonesia.

In the first two years of operation, Naturva's distribution will be delivered the product through 13 booths in mall and distributors in big cities in Indonesia such as Jabodetabek, East Java, West Java, Central Java, Medan, Palembang, and Bali. After two years, Naturva will continue to expand the distribution through mall's booth in Medan, Palembang, Bandung, and other big cities in Indonesia.

Financial Projection

PT. Natural Estetika Sejahtera projected a ~44 billion rupiah NPV compared to 7.8 billion rupiah initial investment. PT. Natural Estetika Sejahtera expected 5 years and 5 months discounted payback period with 57% internal rate of return. For the risk itself, PT. Natural Estetika Sejahtera expected 9,12% probability of NPV < 0.