

## EXECUTIVE SUMMARY

*Based on The World Tourism Organization (UNWTO) in 2017, Indonesia travel and tourism competitiveness index is in the 42<sup>nd</sup> position of 136 countries listed with a score of 4.2 out of 7. The number of foreign tourists entering Indonesia reached 10,406,759 people increased from the year 2015 amounted to 9,729,350 people. This indicates that Indonesia is an attractive tourist destination. Based on the survey through Jakpat Indonesia, 52.94% of respondents stated that the amount of information available is a constraint in finding information on activities to be done while on vacation. Therefore, people need a lot of time and energy to search and find data that suits their preferences. On the other hand, along with the development of the digital era, companies are vying to get customers by spoiling them in order to give them a pleasant and amazing travel experience.*

*Therefore, Kreatrip Surprise Travel (KST) comes as an innovative digital company that offers travel services for experience seekers on their journey. KST plans the entire journey tailored to customer's characteristics and preferences with flexible travel costs based on customer's choice of budget. The special feature of KST's service is the element of surprise where the services provided are confidential with the aim of providing a delightful travel experience. Based on that feature, KST's value propositions are personalized, secret, and delightful experience.*

*KST uses differentiation focus as its competitive strategy. The KST target market is the 15 - 49 years old domestic tourists, from middle to upper class, who has passion in traveling, and able to operate the smartphone. The KST target market belongs to a specific market and its presence is quite scattered. Nevertheless they tend to travel frequently and in general they become a trendsetter in the tourism industry. By targeting the market, the company expects the creation of a new tourism trend that can also influence other domestic tourists to try the services of KST. KST will reach their target market through marketing advertisement using website and application. Customers will get to know about the services and book the services right away.*

*KST will be funded by its co-founders at the beginning with the initial investment of Rp3.000.000.000, as much as 40% will be funded by the CEO, and the remaining 60% divided equally for other co-founders. The revenue streams of KST are the margin of the service itself, the commission earned in collaboration with the accommodation and airline service providers, and other transportation leases. With the marketing focused on bringing values to customers through personalized travel services, calculations show that KST will achieve payback period of 4 years and 6 months with potential rate of return of 59.56%. KST's business model, especially in operational field, cannot be easily duplicated by any other competitors. The prospect of KST to expand business to other countries, both on market segments and destinations, is very promising in the near future.*