

EXECUTIVE SUMMARY

Indonesia is a maritime country with the second longest coastline in the world, making two third of its area is ocean. Ironically, statistic data in 2013 showed that fishermen in Indonesia has reached 7.87 million people, or about 25.14% of the total poor population nationwide. Fishermen poverty is majorly caused by the dependency fishermen against “loan shark” who lend money with very high interest rate which also led into “loan shark” intervention in fishermen’s catches value price. This situation happened because fishermen don’t have their own ship, making them dependent to “loan shark” or known as “juragan”. On the other side, fishermen can’t afford their own ship because of limited capital and access to capital institutions. To solve all of these problems, an institutional role has to be there to help fishermen afford their own ship. In this business plan, PT Inovasi Kapal Nusantara will try to solve fishermen’s poverty problem by offering affordable fishing ships and doing partnership with local co-op.

PT Inovasi Kapal Nusantara will offer steel fishing ship with high quality, reliability, and competitive price. Our ships are stronger, more stable, with low maintenance cost. Those benefits come from steel as our main material with a mathematical equation design innovation.

The shipyard will be located in Subang, West Java. The location will be fit to our business since it can be easily accessed by suppliers. The number of fishermen and local co-op in Subang are also fit with our early year project target sales.

To create a sustainable business, PT Inovasi Kapal Nusantara employs people with high talent as required by the company. The employees’ welfare and motivation will also be maintained by applying point based salary system, benefits, and training and development. We will implement KPI system to measure the working performance of our employees.

The feasibility of this business present by numbers in a six-year financial projection. The business has an expected NPV of approximately 130 billion. In the most likely scenario on sixth year, the company has a 59.73% IRR, 21% ROA and 26% ROE. Our financial analysis and projection reflect that we will able to create a sustainable marketing, operational, and human resources activities. PT Inovasi Kapal Nusantara also prepared risk-mitigation for all the risks that possibly happen during the business activities.