

## EXECUTIVE SUMMARY

Hotel industry in Indonesia has a big business potential. We can see that from the growth of hotel industry based on BPS (Badan Pusat Statistik). Within the period of 2011 until 2015, the hotel industry grew 10,96%. However, one of the operational issue in the hotel industry is the capability to manage the hotel's amenities inventory and prevent it from stocking out.

Easy Inventory Nusantara (EIN) provides a service in managing the hotel's amenities inventory. By providing an Inventory Management System, EIN maintains the hotel's amenities inventory by using a web based technology that connects to every hotel's reservation system. By analyzing historical sales trends and reservations made by the hotel's customer, EIN is able to forecast the hotel's amenities needs.

EIN's main target are 2 stars hotels, 3 stars hotels and 4 stars hotels. By adopting differentiation as EIN's competitive advantage, EIN offers "practicality" and "efficiency" as the main value proposition to the customers. EIN uses corporate marketing as the main channel to market the service offered. Customers will be maintained by dedicated corporate *marketing* to ensure service excellence is delivered to the customers.

EIN's main activities are active monitoring on customer's amenities inventories, automated amenities purchases, amenities delivery and amenities usage report. Key resource that is needed to maintain its competitive advantage is intellectual knowledge on inventory management. To be able to run the business smoothly, EIN's key partners are amenities suppliers, IT Developer and Internet Service Providers (ISP). The coverage area of this business starts in Jakarta, Bogor, Tangerang and Bekasi (Jabodetabek).

To be able to start the company, Rp. 2.000.000.000 will be needed as an initial investment. The funding that will be used by the company is through 100% equity and is 100% funded by the business founders. These founders will be given shares, with the amount proportional to their contribution.

The business feasibility of EIN is obtained through the calculation of Net Present Value (NPV), Payback Period, and IRR. After running a 5 year simulation, simulation results shows that this business is feasible. The company has a Payback Period of 4 years and 4 months, with NPV of 10.91 billion Rupiah and IRR of 37.49 %