

EXECUTIVE SUMMARY

As of now, the trend in real estate development has already heading towards the green concept, but many real estate developers who tried to go green misunderstood the concept and applied only a variety of green vegetation on their product environment with minimum other green concept feature.

This Business Plan provides an analysis, prospective profitability and environment impact of the Green Home Developer business in Indonesia. It offers a high quality Platinum Certified (by Green Building Council Indonesia) green home and environment for those who concerns with environmental conservation and want to apply their green lifestyle with their family. Green Platinum Certified product can be achieved through the application of Green Design in Operation and Human Resource.

Currently, we do not have any direct competitor in Green Home Developer industry, specifically in South Tangerang, but we compete indirectly with Bumi Serpong Damai (PT. Bumi Serpong Damai Tbk.), Paradise Serpong City (PT. Subur Progress), Bintaro Jaya (PT. Jaya Real Property Tbk.), etc. as the existing common real estate developer in South Tangerang. We will have the competitive advantage as the first Platinum Certified House by GBCI. We also anticipate new companies to enter this market.

Focus Differentiation is our generic strategy, it can be found in the product itself, human character, behavior and services. Our Augmented Product strategy made our business cannot be easily copied by the competitors in the future. Some critical success factors of this Business Plan are :

- Our products' location are positioned in a strategic suburban area which potentially evolved into a location with better access in the future.
- By the day, more and more people are shifting their lifestyle and behavior towards the green concept.
- The green concept applied is not only give benefit to the environment but also to the operational cost of the end-users in the long run.
- Continuous education in various forms will ensure that the green lifestyle and behavior of the end-users will be well preserved and never forgotten.

Business feasibility study and investment analysis of 7 years projection shows that the business will need 232,1 billion Rupiahs investment for the first three-years-project which almost half of it will be spent on the first year and which the original founders cannot afford by themselves, therefore, an investor is needed to help with the financing part and will be given a minimum of 25% return. However, this business also will create a modified internal rate of return as much as 32,75% with relatively low investment risk and will generate an NPV as much as 77,82 billion Rupiahs for the founders. Certain assumptions will be made which will reflect the business environment as close as possible to the real condition for the business plan as it run in the long term.

This Business Plan offers a minimum of 25% IRR per year to Land Investor during his/her three years of investment. His/her preferred stock will be bought back by the end of the 3rd year of investment or sooner.

In the future, we planned to continue building and applying the same or even better concept with the latest Green technology application in the other area surrounding Jakarta and other big cities in Indonesia.