

EXECUTIVE SUMMARY

Stormwater management module is a structure series that consist of several infiltration panel placed underground to be used as a media for stormwater collection, storage, and drainage. The module can be used as a substitute alternative of artificial recharge well in preventing flood and groundwater reserve problem in DKI Jakarta. Supported by local government regulation and positive property growth trends make potential business of stormwater management module in DKI Jakarta become more attractive.

Currently, stormwater management module business still dominated by import supplies that vulnerable with currency risk expose as well as lack of control over stock availability. In order to remain able to capture huge potential from this business, effort should be made to address all of the risks faced by the importer.

PT Trisigma Inti Solusi (PT TIS) as one of player and importer in stormwater management module business, capture this opportunities with plan to produce and market module in DKI Jakarta. Through the implementation of module production and supplier selecting activities locally will avoid PT TIS from currency risk expose. Moreover, control over the amount of production and inventory become easier to do. This strategy also will eventually support the ability to set competitive price in business.

PT TIS main business activities are producing module with name SigmaTank, and then sell it to B2B segment such as province government, big categories developer, and middle-big category contractor in DKI Jakarta. PT TIS competitive strategy is focus cost for DKI Jakarta market.

PT TIS marketing strategy will implement offensive through “invest to grow” and “improve position strategy”. Marketing activities from PT TIS will emphasis and focus on personal selling. SigmaTank positioning are competitive price, ability to withstand heavy pressure, and go green concept. By looking at stormwater

management module business position in Indonesia still on introduction stage, PT TIS implement penetration pricing strategy to increase module SigmaTank market share in DKI Jakarta.

In accordance with competitive strategy selected, PT TIS operational activity also focus on cost without compromising the quality of product itself. Through usage of recycled PP plastic pellets from local supplier as raw material and selection of plant location in Jatake – Tangerang, become important factor in cost focused operational strategy. Given the importance of the role of recycled PP plastic pellets supplier, PT TIS will tied the supplier with procurement of raw material contract.

Human resource Management (HRM) from PT TIS is designed to manage and improve effectiveness of employee performance while remaining efficient. Selection of functional shaped organizational structure with mechanistic character to fit company's focus on cost policy. In addition, several other HRM are fulfilling the needs of HR gradually, implementation of appropriate direct and indirect compensation, short training activities using internal trainer, as well as the classification of employment status in form of permanent or contract.

Finance function objective is to increase corporate value through the acquisition and use of funds effectively and efficiently. This objective become a basis for PT TIS in taking 3 crucial decision such as the use of fund (investment), fundraising (expenditure), and profit distribution (dividend). Initial capital for this business development process is entirely derived from their own capital (100% equity). On investment feasibility analysis, NPV always positive for all three business scenario. Payback period of PT TIS around 3.04 years for most likely scenario 2.37 years for optimist scenario, and 4.05 years for pessimist scenario. From the result of NPV and payback period, this business development is feasible for the whole scenario to be realized because from the investment made will provide benefits. With MIRR result is always higher than WACC (18%) for all of three scenarios, PT TIS can provide a higher return than the cost of capital.