

EXECUTIVE SUMMARY

By the end of 2011, Detik.com publish that Indonesia had a total labor force 119,4 million people, with the composition of 111,3 million workers and 8,12 million people unemployed. This amount significantly put Indonesia as labor surplus country. This surplus condition is supposed to facilitate the company to seek the needed labor. In practice, there are many human resource practitioners still have the difficulty to find the match candidate to fill the vacant position in the company. This gap between the difficulties for finding the right employee from number of job seekers in Indonesia leads the opportunities for job portal and matchmaker industries.

The high level of internet penetration in Indonesia contributed to boost the job matchmaker to provide job portal online. In the time of this writing made there are three great players in the industry, namely JobsDB, Jobstreet, and LinkedIn. In addition to these three players, job portal industry is also has started to attract media entrepreneurs and foreign job portal companies.

Based on the macro condition and above opportunities, PT. Talent Fields Indonesia (TFI) established with Focus Differentiation Strategy to enter the Job Portal Industry in Indonesia. Online assessment function for job seeker and Social Media will be emphasized as distinguished factor with other job portal.

The biggest challenge in this industry is its multisided market. TFI target SMBs and enterprises in Indonesia as their Business-to-Business (B2B) Market. klikker-online will also be introduced to fresh graduates from universities around Indonesia as a portal to find dream job matched with their passion. As a new entrant, company will utilize offensive marketing strategy to enter the market, targeting 20% market share in five years period.

As one of the online company, PT. TFI operational activities will be determined by its strategic decision in technology management and product development. Company will host its data center and using a cloud infrastructure to increase its business agility and availability. Other main operational activities are developing a new assessment tools and focus on providing the valid candidate's data.

Mission, Adaptability, Involvement and Consistency will become the basis culture of PT. TFI. The four dimensions expected to grow a competitive environment and achieve excellence in company service.

This business plan will also provide financial feasibility analysis, which is viable with a consideration of 128 billion rupiah positive NPV, IRR of 89%, and the discounted payback period less than 3 years.

