

## Executive Summary

---

Adolescence is a crucial period where teenagers start searching for their identities. With unlimited access to information, teenagers are susceptible to both positive and negative exposures. All information acquired by teenagers will play an important role in shaping their characters. Character education and development through experiential learning method can contribute to give good foundation for teenagers to adopt good values for their future. Unfortunately, there are not enough service providers to reach all youth in Jabodetabek area recently.

Seeing the situation as a business opportunity, PT Jenaka Muda Indonesia (JMI) offers character development service to middle schools through educational experiential learning method. PT JMI proposes service excellence with competent human resources who understand the psychological evolution of teenagers and develop chances to explore Indonesia.

Based on data from Ministry of Education year 2012, there are 2,170 middle schools in Jabodetabek area. PT JMI tries to fulfill the needs of character development service providers by focusing on the junior high and high schools for the high social economic class; the school entrance fee is more than 7.5 million rupiahs and monthly fee more than 500,000 rupiahs.

To create differentiation, PT JMI provides intensive training for companies's work force, especially for those who have a direct contact with their customers. In addition, PT JMI establishes cooperations with psychological institutes and universities in Jakarta and Yogyakarta to obtain competent facilitators.

PT JMI divides regions in Indonesia into eight zones based on mileage and living cost, i.e.: Northern Sumatera, Southern Sumatera, Jabodetabek, Banten and West Java, East Java, Middle Java and Yogyakarta, Lombok and Bali, East Nusa

Tenggara – West Nusa Tenggara, Kalimantan, Sulawesi, Maluku and Papua. In every activities, PT JMI will perform treasure hunt, live-in, and local activities which highlight culture, local wisdom and natural beauty.

Having B2B as target market, PT JMI is fully aware of the importance of building good relationship with customers, i.e.: schools. PT JMI has active sales people who offer company's service to targetted schools. Realizing different needs, values, purchasing powers and preferences of each school, PT JMI will always conduct a Training Needs Analysis (TNA) to facilitate the needs of school. The company also provides activities report in form of psychometric report of each participants functioning as track record and database for the school in developing character of their students.

To minimize it's idle time of the field staff, PT JMI applies outsourcing system for facilitators and support staff by cooperating with best universities in Jakarta and Yogyakarta. PT JMI also provides 24 hours security guard to ensure the safety of every participant. Applying this strategy, PT JMI hopes to be able to gain trust from both participant's parents and the school.

Initial investment needed for this business is 1.6 billion rupiahs will be funded by 100% equity. The payback period of this business is four years and six months; its Net Present value (NPV) for the first five years is one billion rupiahs and its Internal Rate of Return (IRR) is 39%.

Based on these figures, it is concluded that the business is feasible to be realized.