

EXECUTIVE SUMMARY

The demand of national electricity is estimated to grow 8.7% annually, but the power plant development plan in Indonesia is unable to meet these growing needs. With regard to reduce the use of non-renewable energy, the government begin to look at green energy as alternatives that its availability abundant. Solar power plant is one of the government's focuses to solve this problem. Based on the regulation of PLN number 0733.K/DIR/2013, net metering system can be implemented by utilizing solar panel technology for households.

The existence of energy needs along with the trend of positive attitude of the community especially in Java, which has a level of knowledge on environmental issues up to 68.6%, creates potential business opportunity. This can be done by providing an opportunity for households to conduct the export and import of electrical energy as result of the solar panel utilization. Through this way, the electrical energy from abundant solar power will be able to reduce electricity cost and contribute to support green movement by reducing emission levels in Indonesia.

With the analysis of business attractiveness more than attractive, PT Energi Oikos Nusantara (PT EON) offers a set of solar panel that to be utilized in the net metering process in households called iSonel. iSonel provides four types of products that can be adjust with intended target market. The iSonel product comes with a series of services from pre-installation, installation, post-installation, to after sales service as part of company's operational process. PT EON's office and warehouse will be located in the BSD area that close to the main of company's target market.

The company implemented a generic strategy cost focus with purpose to reducing production cost and increasing corporate profit so as to create sustainable of business. Given that 67.4% of the potential market is unfamiliar with solar panel product and their utilization, requires proper pricing strategy and excellent market education strategy. Therefore, the implementation of cost focus strategy with excellent operational process, it is considered very appropriate for company to compete in this industry by offering quality products and competitive prices.

The initial investment required to run the company is 21 billion Rupiah, which divided into 30% of the founder's equity and 70% of angel investor's equity. The shares composition will consist of ordinary and preference share, so that creating a 52% for the owner and 48% for the investor. With the required return for investor of 20.58%, the company still can be able to maintain positive cash flow for five years.

The company's IRR is 32% with positive profits that already earned since the first year. The company analyzed NPV for 5 years at 13.9 billion Rupiah and payback period occurred in the fifth year of the company running the business.

