

EXECUTIVE SUMMARY

Vacation is a basic need of every human being to escape from the boredom of work routines and daily grind. They are generally looking for a vacation or a tourist resort that provides a new and unique atmosphere. To reach the place, they are willing to travel far enough just to fulfill their needs. 'Puncak', is one of several kinds of tourism destination for Jakarta Citizen, although to get there they must face the consequences of congestion for several hours.

Seeing this opportunity, PT. Bamboo Village take a chance to provide a resort that have a different and unique theme which is bamboo. The selection of a strategic location on the plateau along the Ciawi-Cipanas Bogor (close to 'Puncak') could become a magnet for visitors from Jakarta and other major cities in West Java. Also, the potential market for the tourism industry in West Java is still very promising with an average growth of 4% per-year (Euromonitor Data 2011) and will continue to grow in coming years. To survive in this industry and to compete with others, PT. Bamboo Village use "focus differentiation" as the generic strategy.

There are four main function strategies in the company as a key to the success of this business plan, the Strategy of Marketing, Operations, Human Resources and Finance.

MARKETING

Objective to be achieved by Marketing is to influence the target market of Bamboo Village who want to stay at the resort, feel the uniqueness, have memorable experiences, and also make Bamboo Village as the alternative destination of their vacation.

Our specific target market (niche) are Jakarta's and West Java's citizens which categorized as the SES A and B which has values in Pleasure Oriented and Family

Oriented. The price offered will be in accordance with the benefits and value they will get. Main Positioning of the resort is a "*meet your pleasure*" is realized through the atmosphere and the experience of exploring Bamboo Village you will meet your pleasure there. Media campaign that will be used quite variative ranging from television, brochures, and to invite some public figures to create word of mouth.

Marketing targets are: 30% awareness in the first 6 months, the occupancy rate of 60% in peak season and 30% in low season, 45% retention rate in the first year. The strategy used is more focused on "relationship marketing" with the aim of creating guest satisfaction in a vacation so that they would recommend this resort to others / come back in the future.

OPERATION

The main objective is to ensure the quality of Operation facilities, atmosphere and service that promised by the marketing can be realized effectively and efficiently. Emphasized two main dimensions are: quality of all services and facilities both main and supporting resort have five star standards, and does not limit the flexibility of guests to determine the activity options that have been provided. To achieve these two dimensions are needed few tools such as design, monitoring and controlling, and also improvement

From this strategy, the targets are: facility breakdown probability maximum 2%, minimum 90% fail to overcome SOP point, maximum 2% complaint rate, provides 4 types of rooms, 2 options for the restaurant atmosphere and 3 choices of activities.

The strategy employed uses a top-down perspective and market perspective requirement for PT. Bamboo Village can continue to grow and sustain.

HUMAN RESOURCES

The main objective of Human Resources strategy is to prepare the human resources to be capable of running the works at PT. Bamboo Village in effectively to achieve its

intended purpose. It is quite important to ensure the quality of employees who deal directly with guest because the main core of this business is a service that is able to satisfy every guest who comes.

The targets are: to minimize employee turnover per year, 85% of employees to achieve exceptional performance score, 85% employee satisfaction rate of the benefit gained. The strategy will be applied to every employees in carrying out their duties to focus on service excellence, so that they are required to have a value of professionalism, creativity, customer oriented, and team orientation.

FINANCE

Finance will responsible to manage 3 main policies such are investment, financing and operational that will support this business, so in the implementation it can gives maximum return for every shareholders. The velocity of money should be managed in both short and long term planning to ensure the sustainability and growth of Bamboo Village Resort.

The targets are : positive NPV of FCF value, minimizing WACC percentage, and positive Free Cash Flow growth every year. Investment which needed to build this project is very big, so it will divided into two big phases. The first phase at 2013 and the second phase at 2017.