

## EXECUTIVE SUMMARY

TRAC STS provides transportation for wide range of commodity business such as Mining, Plantation, Forestry and Oil and Gas. However, this business plan goal is to answer specifically coal company needs. That reason based on the each business requirement for transportation. In coal industry, the used for Light Vehicle for supporting the production activity is vital and needs a lot of unit to support the production process. The main target market for TRAC STS is big coal companies in Kalimantan and Sumatra. TRAC STS will provide new differentiated services such as unit availability, safety, backup units, consultation, cash back and fleet management for potential customer on that area.

To provide an excellence vehicle, TRAC STS will use a double cabin and SUV line up from Sole Distributor of Licensee Holder in Indonesia that have pass the terrain test in site area. To support maintenance services TRAC STS will provide a maintenance point that placed as near as possible from the operational area. To ensure that the operational unit can perform well in site area, TRAC STS will provide unit that less than 4 years of operational lifetime.

Since employee is the key point to support operational function, TRAC STS will provide excellence compensation and benefit for the employee who is working for us. TRAC STS will provide the training that required for the employee to accomplish their target that been set by TRAC STS. TRAC STS uses MERCER International Position Evaluation to design the job evaluation, grading, and employee position. In the end, MERCER IPE can help TRAC STS to give a fair compensation and benefit for the employee.

To start the business PT. Serasi Autoraya (SERA) as TRAC STS's parent company will be the party that invests on TRAC STS. TRAC STS will not start its operation empty handed. TRAC STS will acquire SERA's assets that related with its 4X4 operations. It includes 5,478 cars, 9 service points, 29 workshops, and 6 service cars. Total initial investment will cost SERA Rp 1.423.726.000.000 which includes a 3 months working capital of Rp 261.947.000.000 to facilitate TRAC STS day-to-day operations. With estimated average growth of coal production 15.5% for next 10 years, TRAC STS will give SERA a positive Net Present Value of Rp 5.219.948.000.000 and Modified Internal Rate of Return for 32%. It will require 7.77 years for TRAC STS to reach its payback period. These forecasts results expected to fulfill TRAC STS strategic goals and play an important role among SERA's business portfolio.

