

EXECUTIVE SUMMARY

This business plan will provide the feasibility study and strategic plans necessary to execute the TRAC Premium Bus Project in Jabodetabek area. The idea arises due to the need of highly mobile management team that often travels around the city for various needs by using several private cars. The time spent in the traffic will be better off used if they are joined together in a bigger capacity means of transport and spent their time solving work issues. Luxury bus came as a unique solution to answer this need.

The luxury bus service nowadays stands only as recreational tools for its customer and came without any specific target segment. TRAC Premium Bus serves a unique value proposition, a premium mobile working unit that will target big scale companies as the customer. This industry can provide supplies of 3.432 daily trips at 2012, while our research indicates that the potential demand from big scale company is counted as much as 11.070 daily trips at 2012 (existing demand is counted as much as 4.959 daily trips at 2012).

This big gap between supply and demand shows that the opportunity is still wide open for this business to develop. The challenges that arise from this product is in how to sell the value, makes customers realize that they have the need for this bus, and deliver more than what is promised in the first place.

TRAC Premium Bus offers a luxury bus specially designed for business needs, either it is for a meeting purpose, working comfortably with your laptop, or simply to give chance for the management team to prepare themselves before meeting the client or stakeholders. Another strong differentiation of this bus is the cabin crew service that will assist the customer in utilizing the full potential of the bus for their business needs.

The specified target segment and strong differentiation of TRAC Premium Bus enables this service to be sold at premium price. The premium pricing will create enough margins so that the company can have NPV of 7.2 billion rupiah, expected IRR at 32%, and discounted payback period in 5 years and 3 months.