

EXECUTIVE SUMMARY

PT AcquaTech Lestari is a company with a mission to provide a more stable clean water supply which areas with limited clean water access. PT AcquaTech Lestari provides clean water supply for the domestic customers through the installation of membrane filtration unit at households. The membrane technology which was developed by Prof. I Gede Wenten, a prominent Indonesia researcher who is a well known membrane specialist, enables PT AcquaTech Lestari to augment available water source by recycling greywater into clean water which meets Indonesian Health Ministry Standard for clean water (PERMENKES).

Our targeted customers are households in suburban and rural areas who have shortage of clean water and no government water service. These households currently buy water from small scale water providers or use rainwater to fulfill their daily water needs. In 2008 Indonesian population is 228 million and based on data from Indonesian Health Ministry, 18% of the people attain water from small scale water providers and collect rainwater in rain barrels. In term of this aspect, those people have to spend more money on water compared to people who are served by the municipal water company. PT AcquaTech Lestari initial project is in Gunung Kidul which is located in Yogyakarta and plans to replicate the project in other areas in Indonesia in the future.

In order to ensure its business sustainability, PT AcquaTech Lestari builds partnership with the supplier, PT Gede Darma Putra and the local community to carry out its business. The local community is actively involved in AcquaTech's operational and marketing activity. These engaging activities create an opportunity for local community to earn additional income and at the same time function as an entry barrier for AcquaTech's competitor.

PT AcquaTech Lestari implement focus cost as its generic strategy which adopted by all company's function, marketing, finance, human resources and operation. Focus cost strategy is chosen to ensure the company's capability to deliuver service in an affordable price. In the business level, PT AcquaTech Lestari adaptoffensive strategy by capture the market. The company secure the business by becomes the first to be in the Gunung Kidul area, builds partnership with supplier and involving local community. With a competitive price, AcquaTech is able to offer affordable submission fee to the customer so that they can save around 20% of their currently monthly water expense.

PT AcquaTech Lestari is able to give attractive return to its stakeholders. The company offers value to the shareholders which is represented by 28,74 of MIRR with 10 years of payback period, and RP 40 billion of net present value. PT AcquaTech Lestari also offers an interesting social return on investment (SROI). The SROI of PT AcquaTech Lestari business is 23,6 which means that for every 1 rupiah invested in the company will give social impact to the community which equals to 23,6 rupiahs.