

EXECUTIVE SUMMARY

There are at least two characteristics of urban people in Indonesia. First, they tend to be more individual from time to time. Second, leisure times is closely related to hanging out in shopping centre and malls. Nowadays, This behavior affect children's preference for their vacation spot. They tend to choose going to the malls or playing individual games using computer rather than spending their valuable time by doing more meaningful, educational activities. This behavior seems to be supported by most of children-entertainment company by opened a child-only playground area inside the malls or by promoting a high-end technology game console. In the future, This condition will lead a child to be more individualistic and harder to interact with other children, other people, and even their parents.

PT Jelajah Dunia Anak comes up with an idea to solve the problem. We offers a 7 Ha semioutdoor thematic park located in Bumi Serpong Damai (BSD) which games are developed to make children's able to interact with others, especially their parents. The theme of the park itself would be world culture. There will be 15 countries in the grand launching and each of the country's building, artifacts and ambiance will be created in such a way that is similar to the original, and so, it will reflect the uniqueness of each culture.

Our target market is children from 4 to 12 years old and their parents which is categorized in "*sejahtera III and Sejahtera III+*" economic status. Nowadays, the market size of this target is 1.2 million children excluding their parents. We also targeted schools that are located in Jabodetabek area and Bandung with recreational

budget minimum IDR 150.000/child to be our channel to reach the consumer. There are approximately 9.851 schools that are in this criteria.

In World Explorer, visitors, as an explorer, are encouraged to finish the Grand Mission prepared for them. They will be equipped with Explorer's gears such as a passport, a map, a compass, and a safari vest. This Grand Mission can be accomplished by playing games and finding the required items. Everytime they entered World Explorer and completed a game, they got a stamp in their passport. A certain number of stamp will grant them a passport upgrade.

To deliver value through an unforgettable experience, PT Jelajah Dunia Anak needs a great team of facilitators, supported by back office employees, to operate the games. Our facilitator is our ambassador in delivering our product. Therefore, PT Jelajah Dunia Anak offers an exceptional package for people in vital position in the company such as this frontliners and deploys a unique way to recruit and train them

PT Jelajah Dunia Anak is funded with 100% equity worth IDR 415 billion from to cover its initial investment and working capital. The capital structure of the firm itself consist of 3,6% founder capital, 42% BSD City and 54,2% venture capital. Using the assumption of 8% inflation rate and 24,5% cost of capital, it leads to an NPV FCFE of IDR 3 trillion , 71% IRR and 5 year payback period.