

EXECUTIVE SUMMARY

PT Dinamika Abadi Furnitara is a company that designs and produces mobile furniture built using corrugated cardboards. Mobile furniture is generally new in Indonesian furniture industry. The term mobile furniture means furniture that is easily and comfortably moved from one place to another. These type of furniture emerge from the needs of young professionals and students aged from 18 to 30 years old that live in rented houses and rooms. At times they can move from one residence to another in relatively short periods which may cause discomforts when moving their furnishings. To fulfill these needs, furniture designs are to be lightweight, easily assembled and disassembled, durable, and environmentally safe. Hence the used of corrugated cardboards. Mofu products are divided into six distinct categories: small tables, multifunction tables, cabinets, book racks, chairs, and accessories.

A "Focus Differentiation" strategy is suitable as these products are new in the industry and currently have no direct competitors. The narrow target segment also contributes to the selection of this strategy.

The marketing department will deliver its products with the brand, Mofu. The positioning for the products are furniture that are easily disassembled and reassembled, have attractive designs, and environmentally friendly. The marketing department will ensure a 22% growth of sold units at the end of the fifth period (2016).

PT DAF focuses on improving product quality and flexibility to produce mobile furniture that will suit our customers' demands. A batch system will be utilized for the production process. Each batch will produce only one product category. PT DAF will

produce five of its product categories. PT DAF will buy the products in the accessories category from suppliers. A Research & Development department is created to continuously improve the product designs to maintain innovative edge. Tight control over production planning and process will ensure high quality products delivered to the customers.

In its human resources strategy, PT. DAF refers to the company's vision and mission of forming a corporate culture that consists of Integrity, Professionalism, Innovation, and Customer-oriented. These values are the baseline in measuring employee performance. PT DAF will optimize the employees' potential according to their specific skills and knowledge.

PT DAF will gather 80% of its capital from investors and 20% from bank loans. The total investment needed is Rp. 53.000.000.000,-. Investment return rate are good because at the end of fifth period, the NPV obtained Rp. 65.223.391.102,- and the value of IRR is 28,2%. The payback period is 3 years and 6 months.