

## Executive Summary

Development of floor covering products continues to increase in line with the growth of property and public welfare. The development of property in major cities in Indonesia ranges at 15%. Parquet floor coverings, especially in the form of wood that has a high aesthetic value have also developed, and is estimated to potential users of the housing segment parquet is about 74%. Government issued regulations for the conservation of diminishing the area of forest at the moment and this affects the supply of natural wood raw material for various industries. These include the supply for wood flooring manufacturers, so the natural wood raw material supply is also limited, and besides that it takes a long time for cultivation.

Industrial wood utilization technology for faster cultivation can be used as materials such as parquet advanced polymerization technology in order to answer the above limitations promise to be developed. Possible application in several types of wood that has physical and chemical properties of lower quality can be improved by using this technology so that it has physical and chemical properties better, and pick the higher selling value. Polymerization with radiation that can perform in all the wood coating the sides with faster and stronger penetration of the polymer will help the weaker wood structure to be strengthened and improve the quality of the wood in question. Wood sengon in this case was chosen as raw material to the consideration of time cultivating a faster, easier to develop, as well as on the market available with a cheaper price. With a basic desire to contribute to the fulfillment of the need for permanent wood floor and in the long run does not destroy the forest, then established PT. POLIMAS to answer this challenge.

PT. POLIMAS plans to establish factories sengon parquet wood-based in Bogor, West Java. Generic strategy adopted is differentiation, because its products have the features guarantee the strength of the water in which the collateral is not owned by another product. Wood flooring products that are brand Lika is planned to be marketed in the country. Marketing strategy is taken as offensive to the consideration of new products should be able to take market share from new and old players seize the market. Offensive marketing strategy can be seen from marketing activity.

The strategy used capacity is leading capacity in order to ensure the availability of goods on the market at any time needed. Core activity in production lines that guarantee the success of the strategy of differentiation is in the polymerization which will determine the strength of the water level. Research and development activities have an important ancillary role to maintain the quality of the water resistance of Lika products remain above the other. To ensure the production process meet high quality standards are used together with continuous improvements in the standard six sigma method.

Human Resources Department has an important role in producing a quality product through increased work effectiveness, and developing employee skills and competencies. To achieve effectiveness and efficiency of work at the operational level is done by the formation of individual behavior, both from internal and external influences, through standard operating procedures for a standardized, resulting in individual behavior in accordance with the wishes of the organization. As for the managerial level in addition to effective corporate regulation, is also performance measurement and reward systems in order to achieve organizational goals.

From a financial perspective, the company goal is to create value for shareholders. This business will be funded from a combination of equity ( 10 billion

shareholder and 8 billion rupiah Venture Capital). Business feasibility analysis shows expected NPV at 7.6 Billion Rupiah, 65.6% IRR, and discounted payback period for 3.5 years. Based on the above description, it can be concluded that this business can continue to run because it can create value for shareholders.

