

## Executive Summary

With land limitation to be used as housing, Jakarta community experienced a shift in the choice of residence. They chose the apartment as a residence by reason of convenience, comfort, high activity level and lifestyle. The flurry of people in Jakarta make them do not have the time and energy to clean their apartment, so housekeeping service becomes a necessity. The existing supply of housekeeping service still cannot meet the demand. Seeing a business opportunity, the Professional Home Service (PHS) offers housekeeping service for apartment units.

The main business of the PHS is a cleaning service for apartment public area and housekeeping service for apartment units. PHS chooses generic strategy differentiation for PHS to provide different services from competitors, PHS will give international standardized serviced by achieving ISO certification for services industry and keep raising the bar with use of technology. PHS core values are professionalism, neatness, courtesy, and dedication. PHS business strategy is business to business with the target customers is a building management services and direct users are residents of apartment units.

PHS will cooperate with the building management to participate in promoting PHS services to the owners of apartment units, helping for service scheduling, manage invoice to owners of apartment units. PHS will focus on high class apartments target markets. PHS targeting apartment with a minimum selling price of one billion rupiah and has a minimum area of seventy-five meter square.

Source of initial funding to be received by PHS is a 100% equity obtained from the founders and angel investors. Initial investments for this business are six billion rupiah, with payback period in less than five years, internal rate of return (IRR) 23.10% and the net present value of about 13.3 billion rupiah. So in conclusion, PHS is a very interesting business.