

# **NEW LIFE HEALING CENTRE**

## **EXECUTIVE SUMMARY**

With the extreme growth of drugs problem in Indonesia, PT EmpatSelaras is established with its drug rehabilitation program, the “New Life Healing Centre”, which will provide the best solution for drug addicts. The New Life Healing Centre (NLHC) offers a unique and personalized rehabilitation program to drug addicts who are still productive in his daily life which will apply an outpatient and customized treatment program with one or more counselor(s) being assigned and dedicated to each patient 24 hours a day 7 days a week so that each patient can still live his normal productive life while following the program.

The rehabilitation industry in Indonesia is in the introduction phase with the characteristics of low revenue and earnings stream and low demand because the services offered do not fulfill the needs of customer. Currently there is no rehabilitation centre that offers an outpatient program with intensive and proactive care of a designated counselor. The available outpatient program in the market is only limited to a consultation with a doctor and there is no intensive control monitoring and support from an active counselor.

Different than the currently available rehabilitation programs in the market, NLHC offers the following values to customer:

1. A customized program for each customer where each program is designed for each customer to follow the customer’s daily activity;
2. A normal life for its customers to enable the customer not to loose its productivity during the program;
3. Only take a short 3 months period to complete the program;
4. Involvement of each customer’s family during the program;

5. A value for money program; and
6. The availability of the support house (*rumah dampingan*) as a place for customer to go to when they are relapsing from their addiction.

In order to deliver such values, the key processes in NLHC are as follows:

1. Assesment process which involves physical, psycological and spiritual aspects;
2. Program development process;
3. Implementation of the program by counselors and customers;
4. Development of competent and loyal counselors;
5. A strong research and development program to enable the company to develop an effective and efficient treatment programs;
6. Networking with stakeholders;
7. An effective marketing and promotion program; and
8. A customer relationship program to increase bonding with customers.

By taking into consideration the high number of drug addicts recorded in Jakarta, Bandung, Surabaya and Semarang, NLHC would be established in 2012 in these cities. For its establishment, in a most-likely scenario, NLHC would require an initial investment of Rp 22,000,000,000 which will be used to fund the necessary initial capital expenditures in the amount of Rp 13,500,000,000 and initial working capital in the amount of Rp 8,500,000,000. It is expected that such initial investments will be recovered in less than three and a half years.

With its effective and unique treatment programs NLHC is set to capture at least 34% of the Indonesia's drugs rehabilitation market during the next five years and is projected to generate Rp 98,765,000,000 in net income by the end of 2016. After being deducted with all necessary investments and a working capital reserve for the following year, such net income will provide dividend in 2016 for NLHC's shareholders

in the amount of Rp 22,294,668,000. These figures together NLHC's net present value of Rp 120,020,669,779 and IRR of 98% in a most-likely scenario will make NLHC as a feasible, profitable and viable investment to make.

