

## EXECUTIVE SUMMARY

*Bumi Serpong Damai (BSD) had become a big town in the sub-urban city placed in West of Jakarta, where over 100,000 people live in and do their activities. BSD already has townhouse area, entertainment centre, hospital, offices and many more. Nowadays, BSD is developing an education center, known as Edutown. The purpose is to gather universities in Jakarta such as Prasetiya Mulya, Atma Jaya, Swiss-Germany University, Sinarmas World Academy and many others in one area. In the next 5-10 years, Edutown will be one of the biggest centralized education location in Indonesia. This condition makes the students who lived outside BSD to seek for places to live near campus.*

*PT. Ecodorm Indonesia (PT EI) is a new company in Indonesia that develops a brand new lifestyle for education system in Indonesia. Ecodorm provides the new collaboration process between temporary place to stay for student behavior induction of green lifestyle known eco-living. The purpose of this company is to become the pioneer of developing character eco friendly lifestyle for the student. The first project of PT EI is Ecodorm BSD, which located at the center of Edutown, BSD City. The concepts of Eco-dorm are design-efficiency, energy-efficiency, water-efficiency, maintenance optimization, and waste management and create green events or programs for students to improve social life and green mindset for the student. Facilities of Eco-dorm are rooms, auditorium, dining hall, convenience stores, green area, cleaning services, and photocopy and laundry room. Ecodorm will provide green area for walking area and cultivation area in the roof. For students that bring their own car, the parking area will be provided. There will be various kind of rooms depends on the facilities inside.*

*The business model is to deliver value proposition, which is eco-living dormitory with the behavior induction for the student as our target market. With this model, we have several key partners to endorse and support the business. BSD City as land developer of BSD has very important role to educate the society about green lifestyle. Green activists and student parents are important partner for Ecodorm because they have an important role for introducing the benefits for the student. Financial buyers also are important partners since they provide better cash flow for the company by*

*investing their money on the room. Last but not least is the student that live in Ecodorm as the most important partners for the company.*

*To align its business with the vision of the company, all aspects in Ecodorm will be based on the objective of keeping the environment better with act by developing the student's daily life behavior to become better future. Functionally, the marketing plan of Ecodorm has two major objectives. Before building development, the rooms unit will be offer to the room investor. So the first time marketing activities named year "zero", the marketing plan will focus to sell out the room units to the society by the strata title system. But in the next year, after the building has been developed, the marketing activities will be focusing to lend the room units to the student based in Edutown. The marketing activities will provide some experience approach to the student by using green program and activities. To support the marketing activities, human resource will build a good network with green activist together to educate the student for eco living lifestyle as well. This would refer to operation activities also, which enhance the usage of eco-friendly material for the building. For the daily process, operation activities will focus to deliver the best quality of services for the student and improve the student's character by inserting green process such as waste management and electricity efficiency. At the end, customer is a king. Every single customer would have to measure the performance and service quality for the company as a feedback and valuation for the company services.*

*Financially, PT EI has strategies and policies that focus on the purpose of maximizing shareholder value with the sustainable and profitable investment. Business feasibility analysis results show a positive NPV, less than 5 years of payback period (2 years and 0,22 months), IRR (41.21%) above the cost of capital (16.28%). This would conclude that Ecodorm business is feasible.*