

## EXECUTIVE SUMMARY

Indonesia has been known for its rich cultural heritage. One of its famous cultural heritages is batik. The soul of batik has been passed down through generations from the hands of batik craftsmen. And batik possesses high cultural and artistic value. Since now and then batik becomes part of Indonesia fashion industry.

Batik is also well known worldwide. On October 2nd 2010, UNESCO has acknowledged Batik as masterpiece of the oral and intangible heritage of humanity. The acknowledgement gave positive impact, particularly to batik industry in Indonesia. The demand for batik from overseas has been significantly increasing.

Meanwhile, more and more Indonesian show their pride towards batik. Indonesians show their appreciation towards batik by wearing batik in every occasion. Indonesian government also shows their support by making Friday as “Batik Day” thus encourage the employees to wear batik to work. The government also create batik creation competition for every region in Indonesia in order to stimulate Batik SMEs’ creativity. All of these actions can be seen as a positive movement to appreciate batik to the higher level.

Those positive movement inspires writers to create a business plan on batik. The idea is to create a fun, effective, and interactive entertainment which delivers Batik knowledge. The way we reach people’s heart is through games on Batik philosophy, history and innovation. The concept is commonly known as edutainment. This edutainment business will be built on 6 hectare of land area in Sentul City.

Edutainment industry in Jabodetabek is developing. A few edutainment centres will be opened in 2012 because of the growing demand for the industry. We are optimistic that our edutainment business has bright prospects since we have a competitive advantage, which is an innovative entertainment with local content (Batik). This made us highly distinct from other edutainment concepts.

However, there are some entry barriers to enter the edutainment industry. The first one is the high capital requirements, since we have to make major investment on fixed assets during the business development. Second, edutainment industries require meaningful and unique differentiation in terms of edutainment concept and therefore have a clear positioning.

Our projected market size is all Jabodetabek population. Whereas the target consumer for our Batik edutainment business are families with children aged 6 to 16 years old. These families come from the middle-up economic class, who are looking for entertainment while also has cultural orientation in doing so. The predicted market size for our edutainment business is 6,182,062 people.

The edutainment business is planned to be open on June 2013. Our estimated number of visitors is 514,800 people during the first year with 10% increment in number of visitors in the next years. The normal entrance fee will be Rp.120.000 per person, and Rp.95.000 per person under school visits. Payback period is estimated to be 5 years and 3 months. Discounted payback period is estimated to be 7 years and 4 months.