

EXECUTIVE SUMMARY

This business was started with an idea that tourism is one way of fulfilling the needs of the human psyche, which is to relax the body and mind from the hustle of everyday life. From an age standpoint of related tourists, the senior market is a vital element of the tourism industry. Euromonitor data for the year 2011 regarding the age of tourists visiting Indonesia revealed that senior travelers age 65 and up engaging in leisure travel, be it domestic or international, made up for 4.3% of the total number of the entire volume of travelers in Indonesia, a number that is projected to only increase in 2014.

Samaya Tours and Travel (STT) is a company created to provide service for leisure travel for senior tourists above the age 65 who are still active, adventurous, and possess a drive to enjoy life. STT offers international (outbound) and domestic leisure travel packages as per the preferences of such age group located in and out of major cities. Generally such age group would prefer a natural vacation spot such as the mountains and the countryside, although the possibility is also open for cultural sites and historical structures situated in a more urban setting, such as museums, national monuments, and so forth.

Safety and comfort throughout the journey is the main reason why senior citizens much prefer a pre-packaged travel option instead of manually handling the matter by themselves. The travel packages offered by STT consisted of complete package tours that took great emphasis on the safety, comfort, and quality facility aspects of travel that caters to the needs of such senior travelers. STT will also provide fully escorted tours, where tour participants are accompanied by two tour leaders upon departure, during the tour, and following the return trip home to their place of origins.

STT envisions a long term goal of becoming the household brand for travel bureau catering to the needs of the elderly, above 65 years old age group. This shall be carried out in a consistent manner in order to keep an all-time high customer satisfaction due to services rendered that emphasizes on care and professionalism.

Initial investment for this project is one billion six hundred seventy eight million seven hundred thousand rupiah (Rp.1,678,700,000.-) with a payback period of 3.14 years. Expected Net Present Value (NPV) of this project is projected at one billion five hundred eighty seven million six hundred thirty seven thousand two hundred and fifty five rupiah (Rp. 1,587,637,255.-) with internal rate of returns (IRR) at 52% and a modified internal rate of return (MIRR) at 44%.

By offering goods that are attractive be it from the investment value as well as services that puts emphasis on quality for our customers, we believe that STT is a sound business plan to be realized.