

Executive Summary

i-con is a green paving block produced by PT Indo Greenblock Perkasa with a characteristic of premium quality and eco-friendly. PT Indo Greenblock Perkasa produces such a unique product, based on the firm's commitment to contribute on the environment by reusing a waste product from Coal Power Plant in a form of FLY ASH. Serving business-to-business market and valued as an eco-friendly product, i-Con will enhance its Client's competitive advantage and eventually their business growth.

Paving block market is an interesting market to be penetrated because of the size and its growth life-cycle stage. The intensity of rivalry is relatively low giving the market an extensive opportunity to be entered as well as it is expected to give respectable revenue. It also provides a significant gap between supply and demand of the product in the market, indicates good opportunity for new entrants to take the market. PT Indo Greenblock Perkasa intends to grab a sizeable market share of the middle up level segment which are the corporation group developers.

With effective marketing strategy as well as operation strategy currently in place, PT Indo Greenblock Perkasa is confident to reach its goals successfully in the business, with an expected NPV of Rp 31,644 million, IRR of 27.43% and payback period of 3.4 years as well as Medium Risk (Coefficient of Variation of 0.61)