

## EXECUTIVE SUMMARY

*The potential market for men's personal care products in Indonesia is highly promising and continually growing. Over the past few years, we have witnessed a significant shift in men's awareness of their personal care needs. In Indonesia's consumer market's vibrant landscape, a substantial opportunity exists within the personal care industry. Yet, resellers of men's personal care products in Indonesia grapple with various hurdles, including high minimum order quantities, intricate legal procedures, and the opacity of logistics processes. These challenges inspired the birth of Men's Hub, an initiative with a singular purpose – to tackle these issues head-on and introduce innovative solutions into men's personal care business.*

*At the heart of Men's Hub lies a vision to invigorate the reseller market for men's personal care products in Indonesia. With a deep-rooted belief in innovation and service excellence, our mission is to empower reseller businesses, breaking down existing barriers and facilitating a smoother path to success.*

*Men's Hub offers a compelling array of features to realize this vision. Firstly, we allow resellers to place orders with low minimum quantities, allowing them to manage their inventory flexibly while mitigating financial risks. Furthermore, we understand the labyrinthine nature of legal compliance in importing products. Men's Hub is ready to offer comprehensive guidance and support regarding import permits, labeling, and other regulatory aspects.*

*Transparency in logistics is a cornerstone of Men's Hub. We offer resellers complete visibility into the logistics process, encompassing real-time shipment tracking, accurate arrival time estimates, and inventory management tools. By doing so, we empower resellers to optimize their inventory management strategies efficiently.*

*Moreover, Men's Hub introduces an innovative shared warehousing solution to overcome the unique logistics challenges posed by Indonesia's archipelagic geography. This shared warehouse service streamlines storage and distribution, reducing costs and ensuring timely deliveries throughout Indonesia.*

*The potential market for men's personal care products in Indonesia is exceedingly bright. Changes in mindset and men's lifestyles, coupled with ongoing economic growth, make this market increasingly attractive to businesses looking to operate in the men's personal care sector. With innovation and the right approach, opportunities in the Indonesian men's personal care product market can be highly*

*profitable. In summary, Men's Hub emerges as the answer to the pressing needs of resellers in Indonesia's men's personal care product market. Our commitment to facilitating success through low minimum order quantities, simplified legal compliance, logistics transparency, and shared warehousing exemplifies our dedication to being a trusted partner in the personal care business. With Men's Hub, resellers can expand operations, overcome obstacles, and collectively thrive in this high-potential industry.*

*The revenue in the tenth year is estimated to reach Rp.718 Billion, with the amount of net income in the tenth year being Rp.120 Billion. The profitability ratios such as Return on Asset (16.74%) and Return on Equity (42.25%) are achieved in the fifth year the business is running, and the profitability index is 28.33. The company reached a break even point in the fourth year. As for the business feasibility analysis, the company has an IRR of 68%, compared to 19.97% for the WACC.*

*Given the company's projection of running for ten years, this business plan is feasible.*

