

EXECUTIVE SUMMARY

PT Penginapan Kotak Sukses Untung, also known as Qubic Lodge, is a company that provides short-term accommodation services with a focus on experience tourism through thematic ecotourism. Ecotourism is a sustainable tourism development concept aimed at supporting conservation efforts for the environment (both natural and cultural) and enhancing community participation in management, thereby providing economic benefits to local communities and the local government (UNESCO, 2009). The Minister of Tourism and Creative Economy (Menparekraf), Sandiaga S. Uno, is confident that Indonesia will become a global ecotourism center, where tourist destinations and attractions will align with the Nature, Eco, Wellness, and Adventure (NEWA) concept (Hasbullah, 2021). Experience tourism itself offers individuals a way to not only travel but also create positive impacts and unique memories, making it increasingly sought after by society today.

Within Indonesia's accommodation industry, our analysis through Porter's Five Forces discerns a dynamic landscape, registering as 'MODERATE' competition. Here, the marketplace teems with contenders, each relentlessly innovating to sync with evolving consumer tastes. As we glimpse into the future, post-COVID-19, a resurgence sweeps over the industry, with a heightened thirst for leisure and entertainment. Yet, accommodation remains a limited resource, nurturing lucrative prospects for discerning entrepreneurs.

Our mission is to enrich travelers' journeys through thematic ecotourism, elevating the very essence of their experiences and championing sustainability. Ciwidey, with its pristine nature and adequate infrastructure, is the perfect canvas for Qubic Lodge's pioneering venture, particularly coffee. Operating within the tourism domain, our expertise lies in short-term accommodations, complemented by a rich tapestry of products across seven categories: accommodation, restaurant, coffee shop, functional space, mini games, additional activities, and Micro, Small, and Medium Enterprises (MSME) space, with accommodation as our cornerstone.

Qubic Lodge caters to both B2C and B2B customer segments. Our B2C audience spans ages 17 to 50, encompassing individuals from middle-class to elite backgrounds per BCG Population and Household Expenditure Database (Fanego, 2017), representing a potential market of approximately 6.2 million visitors. On the other hand, our B2B focus is medium-sized companies (typically employing 20-99 people) in West

Java and neighboring regions, with an estimated market of around 14,773 businesses. In a competitive landscape, we distinguish ourselves by offering a distinctive coffee-themed ecotourism experience, accentuated by our innovative use of shipping containers as the primary building material.

Qubic Lodge's strategic vision revolves around reshaping the landscape of the experience economy, offering a truly unique and immersive approach. At the heart of our mission lies the creation of unforgettable moments, as our lodge transforms into a holistic one-stop destination, seamlessly blending accommodation, dining, entertainment, and captivating coffee-themed journeys. Our commitment to delivering what we promise and cultivating positive perceptions is unwavering, as we continually go the extra mile to ensure unparalleled customer experiences.

Efficiency in human resource management is paramount, and our lean organizational structure fosters swift communication and seamless coordination. We are steadfast in our dedication to providing top-notch hospitality services, driven by a passionate and service-oriented workforce.

Qubic Lodge isn't just a business plan; it's a visionary and viable business concept, poised to deliver an attractive IRR of 13,64%. Qubic Lodge is dedicated not only to delivering top-notch service but also to perpetual growth. This unwavering commitment ensures that we consistently enhance our offerings with new facilities and experiences, enriching the journey for our valued visitors. Moreover, our ambitions stretch beyond a single location; Ciwidey serves as the inaugural step in our journey to revolutionize short-term accommodation with thematic ecotourism. Should our pilot project showcase promising results, our expansion into other locations will underline the immense growth potential inherent in this venture. We invite you to embark on this remarkable journey with us as we pioneer a new era in accommodation, delivering an extraordinary breakthrough in experiential ecotourism.