

## EXECUTIVE SUMMARY

Toraja's Tedong Park, a recreational Park under PT Honje Otentik Trendi, is built at the center of North Toraja and has a playful and cultural concept. The Park aims to address the shortcomings of tourism in Toraja, namely the lack of elderly- and family-friendly facilities at tourist attractions, such as ramps and other wheelchair friendly facilities. Additionally, there is a lack of adequate tourist facilities that highlight the Torajan buffalo, a major draw for tourists to the region. Toraja's Tedong Park differentiates itself by offering comprehensive and interactive animal-based tourist facilities, high service standards provided by staff trained directly by leading tourism schools in and outside Toraja, educational elements, information, and aesthetics designed by buffalo experts, cultural experts, and architects. The Park is committed to involving the local community in its operations, both to boost the local economy and as part of Toraja's Tedong Park's authentic storytelling, which is done directly by local cultural actors. This cultural recreation Park business is attractive considering the large number of tourists who come to Toraja each year to learn about local culture which is around 1 million tourists per year.

Toraja's Tedong Park targets domestic tourists, specifically those from the local and surrounding Toraja regions, aged 16-24 and 55-75. This demographic represents 57% of Toraja's tourist market and shares a common interest in natural and historical attractions. They also prioritize well-maintained, clean facilities in easily accessible locations. To effectively reach this target audience, Toraja's Tedong Park will utilize a multi-channel marketing strategy. This includes online collaborations with influencers and leveraging social media platforms popular with the target market. Online efforts will focus on direct ticket sales through the Park's website and partnerships with online travel agencies such as Traveloka. These comprehensive strategies aim to attract 300,000 visitors in the first full year of operation.

The development of Toraja's Tedong Park recreational Park is divided into two phases. Phase 1 and Phase 2. For the initial investment, Toraja's Tedong Park is targeting IDR 27 billion, which will be funded by founders and investors. The company will provide a dividend of 20% if the company is profitable. In the company's 5-year financial projections, the company achieves an NPV of IDR 17.2 billion and an IRR greater than the WACC of 12.62%. Toraja's Tedong Park achieves a profitability index of 1.99. Therefore, the conclusion is that the business is feasible to run.