

Executive Summary

BPM Auto: Specialized BMW Workshop that Relies on Speed and have Wider Scope of Work in Jabodetabek

Indonesia is one important key for BMW to exist in South East Asia, at least. They invested million of dollars making a BMW plant in Jakarta, known as PT Gaya Motor. With the plant, BMW can build the car in Indonesia, and they are allowed to sell them as CKD (Completely Knock Down) car which lower the tax so they can sell it with lower price. With that settled, the sales of BMW is continuously increased, and in the Q1 and Q2 of 2024, BMW surpassed Mercedes-Benz in sales.

While newer BMW is covered with five years warranty, the older cars that got its warranty expired (older than five years old car) struggles to find a proper workshop. The lack of warranty, tools, knowledge, skills, and software are the main problems. Therefore, BPM Auto offers a new kind of services: a service specialized in BMWs that is faster, because it has state-of-the-art tools and experienced mechanics, and more comprehensive because it has lot of services to offer—more than the regular BMW specialized indy workshop. Not only that, it is integrated with an app, that can be used to create an appointment and track service history, as well as warranty for all the work done by BPM Auto.

From the economic perspective, BPM Auto will encourage BMW enthusiast to service their cars that are not covered by the warranty anymore. In which it will increase the population of BMW cars on the road, that leads to increasing demand for car services. From financial perspective, BPM Auto have high potential for its investor, with the Net Present Value of Rp 43,313,484,001 and Internal Rate of Return of 42,93%. In conclusion, BPM Auto does have a huge potential benefit for its shareholders and for the car service industry.