

EXECUTIVE SUMMARY

Edupedia is a forward-thinking marketing consulting firm dedicated to revolutionizing higher education in Indonesia. Our mission is to empower educational institutions to reach their full potential by enhancing their competitive edge. We offer specialized marketing services tailored to the unique needs of private universities in Indonesia that seek to innovate and excel.

Our comprehensive range of services includes market research and analysis, customized marketing strategy development, digital transformation of marketing communications, marketing staff training and development, and enhancing university visibility and reputation. These services are designed to address critical aspects of university marketing operations, ensuring that each institution can effectively navigate the complexities of the education sector and increase its appeal to prospective students.

Our primary market consists of private universities across Indonesia, from well-established universities in the Greater Jakarta area to universities in major cities throughout the country. We focus on institutions that are eager to innovate, expand their student base, and enhance their reputation in the Indonesian market.

Financially, Edupedia anticipates strong performance in its initial years. We project revenues of IDR 3,3 billion in the first year, growing to IDR 24 billion by the end of the fifth year. Internal Rate of Return Edupedia is 67% with net present value Rp 28 billion. The initial investment required is approximately IDR 6,3 billion (including capital expenditure, overhead, and working capital), with 100% funding from the founders. We expect to reach the Payback Period within the six years of operation.

Our strategic goals include expanding our project base by up to 20% annually. Edupedia continues to innovate in our service offerings, enhance brand recognition as the leading consulting firm for higher education in Indonesia, and build strategic partnerships with key *stakeholders* in the education sector.

Edupedia is poised to become a market leader in the higher education marketing consulting industry in Indonesia. By focusing on innovative solutions, customized strategies, and superior client service, we aim to drive significant improvements in the quality and competitiveness of private universities in Indonesia. Our commitment to excellence and deep understanding of the education sector will ensure that we deliver exceptional value to our clients and contribute to the advancement of higher education in Indonesia.