

EXECUTIVE SUMMARY

In 2018, data from the Basic Health Research (RISKESDAS) revealed that 74% of Indonesia's population suffers from gum inflammation. Initial treatment for this condition typically involves visiting a dentist, followed by ongoing care that often includes the use of mouthwash. According to Statista data from 2020, 25% of the population seeks information on effective mouthwash products.

As of 2014, Halodok data indicates that the mouthwash most recommended by dentists in Indonesia contains 0.2% Chlorhexidine gluconate, which is primarily produced by a well-known brand. However, mouthwashes containing Chlorhexidine gluconate are associated with side effects such as dry mouth (xerostomia), altered taste (hypogeusia), tongue discoloration, burning sensations in the mouth (glossodynia), desquamation of the oral mucosa, parotid gland swelling, and oral paresthesia (abnormal sensations like tingling or numbness in the mouth). To date, there is no mouthwash specifically designed to treat gum inflammation with minimal or no side effects.

TOME addresses this issue by offering a solution. TOME has developed an herbal mouthwash to treat gum inflammation, replacing the chemical active ingredient Chlorhexidine gluconate with natural herbal ingredients such as Aloe vera, propolis, and tea tree oil. These herbal ingredients allow individuals with gum inflammation to use a mouthwash without experiencing the aforementioned side effects.

TOME's business model is Business to Business (B2B), targeting dental clinics as its primary customers. In the first two years, TOME will focus on expanding sales to dental clinics in the Greater Jakarta area (Jabodetabek), aiming to partner with 30% of clinics in the region. By the third year, TOME will target 10% of clinics in Sumatra and Java, as well as 50% of clinics in Jabodetabek. In the fourth year, TOME will expand its network to 10% of clinics in Sulawesi, Kalimantan, and Bali. By the fifth year, TOME aims to achieve partnerships with 50% of clinics in Jabodetabek, 50% in Java and Sumatra, and 30% in Sulawesi, Kalimantan, and Bali.

TOME will offer two bottle sizes: 100mL and 1 Liter, with retail prices set at Rp29,000 for the 100mL bottle and Rp150,000 for the 1 Liter bottle. The company's production cost per 100mL bottle is Rp16,850, and Rp168,502 per 1 Liter bottle in the first year, with costs expected to decrease in subsequent years. With this pricing strategy, PT TOME Health Solutions anticipates reaching a payback period by the fifth year.

This business is deemed feasible due to its positive Net Present Value (NPV) of Rp73,260,850,471, an MIRR of 62.90% which exceeds the Weighted Average Cost of Capital (WACC) of 18.62%. The Profitability Index stands at 4.88, and the discounted payback period is projected to be 3 years and 6 months.

