

EXECUTIVE SUMMARY

"Waktu Luang" is a creativity development art studio for children and teenagers that primarily uses resin as its main material, located in the JABODETABEK area. With a challenging and exciting approach, participants are also trained to express their creations in a way that is both engaging and easy to understand. Besides being beautiful and functional, the artworks produced will serve as milestones in the participant's personal growth, reflecting the various programs they have completed. Activities at Waktu Luang help balance the cognitive and affective abilities of participants while diverting their attention from gadgets that can lead to addiction and have negative impacts.

Resin is a relatively new artistic medium in Indonesia. Waktu Luang uses Epoxy Clear Resin, which is safe and suitable for craft making. By using this material, the crafts encourage creativity and can be customized to match each participant's unique interests. Moreover, resin can be combined with various other art materials, making every creation a unique adventure. However, the public often lacks access to comprehensive training classes, quality tools and materials, and flexible schedules. Waktu Luang addresses this gap by providing a studio that offers tiered classes such as Entry, Basic and Advance class tailored to participants' initial abilities, equipped with high-quality tools and materials, expert guidance, and flexible schedules. With its uniqueness and first-mover advantage, Waktu Luang has the potential to grow in the market.

At Waktu Luang, participants can learn new techniques such as casting, molding, and decorating while creating unique works according to their imaginations. The courses emphasize hands-on learning and creativity, enabling participants to express themselves artistically while acquiring new skills. With a focus on quality, safety, and convenience, Waktu Luang guarantees a rewarding experience for participants and satisfaction for parents.

Waktu Luang's target market is parents who are interested in facilitating their children's learning of craft arts, particularly resin craft. The market size is estimated to be between 10,000 to 11,000 people. The resin craft industry is in its early stages of market penetration and holds great potential for the future, following the positive trend of craft activities in Indonesia, which has a growth potential of 13.25%. As of May 2024, there are no other resin craft studios in Jabodetabek that offer tiered class programs focusing on high-quality, safe-to-use resin materials and customer-oriented

services. Therefore, Waktu Luang is the first studio to focus on resin craft art at JABODETABEK.

Waktu Luang operates on a revenue model based on course sales, memberships, and resin starter kits. Prices are competitive yet reflect the value of premium services and high-quality materials. Courses are offered in membership packages categorized by the level of difficulty. Waktu Luang's strategic partnerships with suppliers ensure the availability of high-quality materials at competitive prices, maximizing profit margins and enhancing customer satisfaction.

Waktu Luang employs a comprehensive marketing strategy that integrates both online and offline channels to maximize reach and engagement with potential customers. Leveraging social media, particularly Instagram, as a visually appealing promotional tool, this approach boosts engagement and expands visibility through Instagram's algorithms. Additionally, Waktu Luang collaborates with schools that have students who has interest in art and craft by participating in school art events, organizing resin craft exhibitions, and conducting interactive activities to introduce students to resin art.

Financial projections for the next five years indicate a strong and growth trajectory. From 2025 to 2029, the company expects consistent revenue growth driven by the adoption of comprehensive packages and starter kits across Entry, Basic, and Advanced levels, with projected revenues of IDR 27.9 billion, IDR 38.2 billion, and IDR 51.8 billion, respectively. Waktu Luang will achieve a payback period of 3 years and 2.3 months, demonstrating the financial viability of the business model. For investors, the potential return on investment is highly attractive. The business plan anticipates dividend payouts starting from the fourth year of operation, benefiting shareholders.

In conclusion, Waktu Luang presents an exciting opportunity to capitalize on the growing demand for resin craft education and experiences. With its unique offerings, dedicated team, and strategic approach, Waktu Luang is poised to become the premier destination for resin craft enthusiasts.