

EXECUTIVE SUMMARY

Innovation and development of digital technology has been affecting human behavior and lifestyle, especially in how people entertain themselves and socialize with each other. Today the younger generation favor spending time on social media or gaming. Therefore, Gaming has been increasing significantly in popularity. In the years of 2023, at least 3 billion people in the world are playing or have played a video game in their lifetime. With so many people playing games they have distinctive needs to fulfill their enjoyment. In general, there are 5 types of gamers, they are: Casual Gamer, Hardcore Gamer, Competitive Gamer, Social gamer, and educational gamer. Hardcore gamer is a type of gamer who is dedicated and passionate in playing and enjoying their games. To fulfill their passion in gaming, they need appropriate gaming devices with high specifications to enable “heavy games” to be running in optimum settings for maximum gaming experience.

In accordance with the gaming lifestyle adopted by the younger generation, the gaming industry has been growing steadily. Video game industry is predicted to grow CAGR 11.51% annually of USD\$ 155 billion in 2025 from USD\$ 268 billion, in Indonesia the growth is predicted higher of CAGR 20.15%. Simultaneously, the gaming peripherals market and E-Sport, both have promising markets in the world and in Indonesia, which is the leading gaming market in South East Asia. Gaming peripherals related to gaming by enhancing gaming experience and E-Sport have an important role to help introduce and promote gaming to be adopted to the public which helps to grow the gaming market in Indonesia. As A result, in Indonesia there are more than 54,4 million PC Gamers who need a capable gaming PC to ensure the most exciting gaming experience and keeping up with the fast pace development of gaming technology.

Hypertech produces a high performance prebuilt gaming PC as its main product and provides gaming peripherals, and services, as Hypertech existed to be a one-stop-gaming solution. Hypertech provides various values to its customers, including performance, experience, immersion, and user convenience. Customers may enjoy their gaming experience to the utmost by offering these products and services. To provide convenience for customers, the products and services offered by Hypertech can be found in physical stores and also online stores throughout Indonesia's cities.

For the marketing strategy needed, Hypertech has a main target customer, namely hardcore gamers. The company will market its products offline and through online media. For offline marketing, Hypertech will hold several events and promotions that customers can take part in, such as holding game tournaments for the community and promotions that will be held

at certain times. Meanwhile, for online marketing, Hypertech will market its products through social media, website and other online platforms. Hypertech will create various kinds of content related to PC gaming and the latest games. Online marketing can also be done with endorsement. By implementing this marketing strategy, Hypertech can create a lively gaming community where members can interact, share information and play together.

In terms of operations strategy, Hypertech focuses on product and component inventory availability and their quality control. These two things are crucial as any mistakes could lead to both financial and reputational loss. Maintaining good relationships with the suppliers is one way to protect the supply chain, alongside implementing an inventory monitoring system. On the other hand, to maintain the quality of our products, several quality control checkpoints will be established across the production process. Finished with a software benchmark test as the final indicator of product quality prior to delivery to our outlets. This series of actions ensures that our customer will receive our product in the best condition.

Hypertech is also very serious and involved to nurture and cultivate the most optimal working environment and work culture for our employees. TEKNIK, which stands for Technology oriented, Equality, KompeteNsi (competence), Integrity, Kolaborasi (collaboration), is the value that is expected from each and every member of Hypertech. These values are the foundation of the product and services Hypertech promises to our stakeholders. Proper selection, training, and development will ensure that they are achieved and delivered by every single one of our members.

In terms of financial projection, the project's total investment has reached IDR 11.5 Billion, which will be entirely financed through share capital (100%) without any reliance on loans or bank financing. Over a projected period of 10 years under the most probable scenario, the project's NPV stands at IDR 20.43 Billion. At a discount rate of 14%, the IRR surpasses at 23.65%, exhibiting a probability index of 1.78 and achieving a payback period of 6.53 years.

In conclusion, Hypertech is a company operating within the gaming sector, specializing in the development of high-performance gaming PCs, all-in-one solutions, community engagement, and services aimed at maximizing players' gaming experiences. Furthermore, Hypertech can be deemed as an attractive investment opportunity.