

EXECUTIVE SUMMARY

Tourism plays a crucial role in boosting the economy of a region. In the case of Indonesia, the current development of tourism presents a potential opportunity for economic improvement in each area. Singgah, a premium hotel business operating in tourist areas that lack adequate facilities, aims to offer unique experiences and local culture to provide "holistic experiences" in these destinations. Singgah plans to initiate its first project in Bromo, East Java within the next two years.

The primary target market for Singgah consists of families from the upper middle class. Singgah project is expected to yield a positive net present value (NPV), and can generate substantial profits for the company. The internal rate of return (IRR) for Singgah is 21.31%, and the payback period is projected to be less than eight years.

Considering the aforementioned factors, it can be concluded that Singgah possesses strong competitive advantages and is capable of providing the necessary services and facilities, thereby presenting significant potential for positive and profitable business growth, therefore, Singgah's business venture is highly viable.