

EXECUTIVE SUMMARY

An electric vehicle (EV) subscription service is a promising business model that offers affordability, convenience, and flexibility. E-MaaS or Electric Mobility as a Service, aims to provide an affordable, hassle-free and flexible way for people to use EVs without the need for a higher total cost of ownership, long-term commitment or significant upfront costs. E-MaaS (PT. Elektrik Mapan Sentosa) is located in BSD City, Tangerang, with a total of 20-30 workers in the company for the first year.

To begin, our market analysis reveals that the EV market is growing rapidly, and there is a growing demand for subscription-based models. We have identified a target customer base of pro-entrepreneurs and efficient workers who value practicality and affordability.

Our business model offers several subscription plans that cater to different needs and budgets. We provide 5 types of EV, which are Wuling Air EV Long Range, MG 4 EV, Ioniq 5, Lexus UX300e and Tesla Model 3 with minimum 6 months up to 4 years of subscription package. We provide both new cars and used cars subscription plan.

The marketing and sales strategy will focus on personal selling, sales promotion, and digital channels such as social media and search engine optimization. We will also leverage partnerships with influencers and media outlets to increase brand awareness.

The team is comprised of experienced professionals in the fields of EVs, finance, operation, human resource, and marketing to help us grow as a business.

E-MaaS will use the capacity lag strategy for their capacity strategy and use their own warehouse to store the EV cars. Customers will have four different options in their subscription journey: switch to a different car, acquire the car, subscribe to a used car, or end the subscription program.

Financially, we project steady revenue growth over the next 15 years, driven by the increasing demand for EVs and the subscription-based business model. Our financial projections take into account the costs of acquiring and maintaining the EV Cars as well as other operating expenses.

In conclusion, E-MaaS offers a compelling value proposition to customers looking for a convenient and sustainable way to use EVs. With a strong business model, solid financial projections, and an experienced management team, E-MaaS is well-positioned to capture a significant share of the growing EV market.