

EXECUTIVE SUMMARY

The increasing demand for youth-oriented physical and sporting activities in Indonesia is evident, with 94% of parents in the Jabodetabek area expressing the desire for their children to live an active lifestyle through regular sport or exercise activities. Gadget addiction is a prevalent concern amongst 72% of children, which parents believe could be countered through structured sports classes or programs, as supported by 87% of parents. A significant challenge for parents is finding high-quality, convenient sports and exercise classes for their children, while trainers grapple with limited client numbers. These situations point to a clear gap in the market and opportunities for a business that can bridge this divide.

Young-fit steps in to address this gap, functioning as an aggregator to bring together parents and trainers. The aim is to facilitate beneficial, long-term partnerships, with the vision to become Indonesia's largest and most comprehensive provider of children and teenage sports activities. The primary target market of Young-fit comprises parents with children aged between 3-18 years in urban areas.

In Indonesia, around 500,000 children and teens within our target age bracket represent the potential market for Young-fit. Initially, operations will commence in the Jabodetabek area, with expansion to other major Indonesian cities planned over the next two years. Research done by Young-fit identifies 10 sports as most popular among Indonesian children that the company intend to offer.

Two critical factors for achieving these goals are the adaptation of technology and high-quality service provision. Young-fit will develop user-friendly mobile and web applications, along with service blueprints for both users and trainers. Young-fit are committed to ensuring service excellence by establishing standard operating procedures based on national and international standards for all programs and equipping trainers with these guidelines. Trainers are also assisted in acquiring their certifications to guarantee their qualifications align with program needs. Collaborations with over 700 trainers and 300 facilities will help meet customer demand.

Extensive marketing strategies are underway to broaden our reach. This will be done through developing campaigns, events, and communities tailored to our target market. The company also offer membership rewards to boost user retention rates. The marketing return of investment is estimated to contribute to more than 3:1 of its marketing expenses by the end of the fifth year.

Young-fit also values its employees' welfare and implements fair salary policies and a structured reward-punishment system with KPIs. Recognizing that human capital is a crucial

asset, Young-fit align Human Resources (HR) development with company values—accessibility, caring, trustworthiness, and excellence—through individual and team training. The creation of a sustainable organizational structure will further support the company's future growth.

The company requires an initial investment of IDR 13 billion from internal shareholders/investors to kickstart and maintain operations over the next five years. Financial projections and industry analysis indicate Young-fit's feasibility, with an expected payback ratio in 4.01 years and an Internal Rate of Returns (IRR) of 46%.

In conclusion, this business plan represents a viable and promising venture for investors and customers, as PT Young-fit Indonesia is poised to meet the increasing demand for youth sports activities, contributing to healthier lifestyles among Indonesia's younger population.

