

EXECUTIVE SUMMARY

The wellbeing of a company's workforce is detrimental to its capability in carrying out its function and to realise its vision. Human Resource is deemed as a company's asset due to its impact on increasing creativity and productivity. Therefore, investments made to ensure a sustainable way of working are rapidly growing on a global scale. Moreover, research and literature conclude that Asian employees' wellbeing rate is alarmingly low, and that the implementation of wellbeing programs in the region still needs improvement. Due to the potential and growing needs, 925 FITCORP aims to mitigate the wellbeing problem faced by employees in Indonesia while also giving benefits to its employers.

925 FITCORP provides seven services dedicated to employee's mental and physical health to improve the productivity of a company. The programs provided are a one-stop and holistic solution which includes: medical check-up, workout plan, meal plan, mental health check and counseling, postural recovery, The Ultimate Report, and catering. Each program is completely personalised to each employee. 925 FITCORP assists a company's HR department by providing extra help in monitoring its employees, providing individual and a collective report which tracks the productivity rates, and identifying correlating activities which can positively impact a company's productivity.

925 FITCORP targets companies which are segmented in medium and large industry according to BPS definition. The decision to target based on number of employees instead of industry-based, is according to HR needs and to maximise the given positive impact on productivity. The target companies are in Jabodetabek, Indonesia. The calculated targeted companies are based on the questionnaire's results from the human resource department. Currently, our research has found that the majority of human resource department agreed that the higher the employee's numbers are, equals the more difficult it is to maintain and much harder for the human resource department to perform their duties.

925 FITCORP provides services based on research and questionnaires that will have a positive impact on the level of productivity of the company. The initial capital required to run this business is IDR 7,500,000,000 which will be used for office building rental, renovation, and procurement of goods for health and gym facilities. In the 3rd year 925 FITCORP will open new branches. 925 FITCORP estimated will achieve a payback period of 3 years and 8 months.