

EXECUTIVE SUMMARY

BeeCation is a hobby-based travel service that provides end-to-end tour packages for sports communities in Jabodetabek. The tour packages we offer will be different from other travel services because we focus on specific hobbies where customers can carry out their sports activities domestically and abroad for a remarkable experience. Several similar service providers have existed before, but not many businesses have made sports hobbies the leading service and the sports community their primary target market. Most of these services are still available in the mass market, where tourism activities are too mainstream, and the packages offered are fixed or cannot be personalized.

Our idea started from the problem of customers who do not like ordinary travel services with tight schedules, less flexibility, and the packages must follow the service provider. Besides that, customers also consider the incomplete service, so the price to be paid is not worth it. For example, the cycling community who travels in Bali must find a bike box rented by themselves. Another example is customers who want to carry out sports activities abroad, but still have to research regulations in the destination country, arrange their travel documents, and the local guide who does not master the sports.

Therefore, BeeCation comes with a solution in the form of an end-to-end travel service to answer the abovementioned problems. BeeCation services include tour packages (option: fixed packages, customized, and personalized itineraries), accommodation (hotel, transportation, meals, logistics), travel documents, regulations checking, private tour guides, guidebooks, and local communities. We ensure that BeeCation has a deep understanding of our target markets' needs and is capable of delivering the best service to our customers.

As a hobby-based travel service, we are targeting the sports community in Jabodetabek with approximately 50 members aged 25-60 years old, middle-upper class, occupation as entrepreneurs, and private employees with monthly expenses of >35 million IDR. The projected revenue for the first year is anticipated to be 17 billion IDR. By the conclusion of the fifth year, we aim to escalate our revenue to 50 billion IDR. The estimated initial investment is around 8 billion IDR, with 85% is being contributed by the founders and the remaining 15% secured from angel investors. Our prediction suggests that we will achieve the break-even point slightly over two years. Being the trailblazers in this service category, we are committed to enhancing our offerings to establish our dominance as a market leader within the industry.