

## EXECUTIVE SUMMARY

Wooden furnitures have a time limit for their usage. Most people choose to throw away their worn-out wooden furniture because it is damaged and therefore becomes trash. The accumulation of waste that is left in landfills (TPA) can have negative effects on the environment such as methane emissions from decomposing organic waste. According to Lestari et al. (2020), it is estimated that the waste generated in DKI Jakarta alone is 7,284.8 tons/day and as much as 6% is wood waste. Based on data from the National Waste Management Information System (2021), DKI Jakarta produces 2.59 million tons of waste, followed by Central Java with 12.8 thousand tons. When furniture is thrown out, there's demand for new furniture which promotes more tree logging and the increase of carbon footprints due to the activity of new furniture manufacturing. With the lack of sustainable products in the Indonesian market, Indonesians can't contribute on having a sustainable lifestyle though are interested. Therefore, we offer wood waste management focusing on wooden furnitures from design interior projects and waste from traditional homes as our target customers. We also offer manufacturing of reclaimed furniture from wood waste to singles or married couples living in housing or apartment complex as our target customers.

The value creation we offer to customers is to transform wood waste into a creative and informative self-build design of reclaimed furniture therefore implements circular economy where wood waste can still have economic value and competitive price in the form of reclaimed furniture. We believe with the focus on differentiation strategy, Wudlup will be able to excel and survive in the furniture industry competition. We will first start to focus within Indonesia then will gradually expand our service to other major cities in Indonesia and outside of Indonesia. We strive to produce 4076 unit for the first year and will continue on growing by 17.8%.

To start the business, initial investment and operational expenses required is estimated to be around 13.36 billion. The payback period is calculated to be achieved in 2 years and 3 months with these calculations, the business NPV will be 132 billion with IRR of 99%. Profitability Index of Wudlup is 9.9. Therefore, it can be said that the Wudlup business is feasible to run.