

EXECUTIVE SUMMARY

In the era where technology and environment have rapid changes, human resources still have a very crucial role. Human resources as the main intellectual resources will define how one company can grow and compete. Faced with this opportunity, TRAIIVE is trying to take part in important aspect of improvement in human resources specifically in recruitment activity. Take a role in helping companies to connect and recruit the best yet suitable candidates to fulfil their vacant positions.

As a start up business that founded as part of PT Prima Naya Adwitiya (PT PNA), TRAIIVE itself is a business that is engaged in recruitment and talent assessment services. We help companies in carrying out staff recruitment activities in accordance with company's need and vision. Our main target are project based operational companies that seek new employees at staff level entry that ready to work. TRAIIVE provides talent assessment assistance in recruitment process through psychological test and interview. The results of the assessment are summarized into a profile and development report that can be used as consideration for the company. TRAIIVE obtains prospective candidates through job vacancy publication process and collaboration with relevant community or institutions. Working with youth communities and academies can help TRAIIVE find candidates with right profile and background for the preferred positions.

The organization currently led by Denzel Khiat as sole founder who is assisted by two key team members in charge. The first one is Vanessa Khiat in operational and human resource role and secondly is Agustianto Wijanto in IT role. PT PNA as the parent company provide support in guidance and also actively helping in building partnerships with various parties. We believe that only through collaboration our services can provide much greater value. As initial capital for the business establishment, the founder agreed to make a capital deposit of Rp 150,000,000 divided among the three key-main members Denzel, Agustianto, and Vanessa. The main capital is used for initial business

infrastructure development and operational capital such as daily operation and marketing activities. In the future, TRAIIVE will also look at other funding possibilities while pursuing independent business fulfillment through operational activities.

Within 5 years, TRAIIVE will focus in doing market acquisition and penetration with target to fulfil more or less 4,000 job vacancy and a revenue target reaching 5 billion rupiah. This achievement can only be achieved by targeting investment in operational capabilities and establish important partnerships. If this target can be met, we are confident to be able to realize a very positive company value reaching 2 billion rupiah. Provide the investor with a good return on investment. As a part of plan to fulfil this target, in the short term TRAIIVE seeks to strengthen its business infrastructure and organization to make sure excellence service delivery. In parallel in its efforts to achieve sales target, TRAIIVE will also continue to building its business network with a various company, institutions and organizations. Companies as its target market and educational institutions as source of talent pool. TRAIIVE target to reach stable and profitable business between the first three years and as its long term goal, TRAIIVE seeks to become one of the most impactful and important player in intellectual resources business in Indonesia through its deliverable services.