

## EXECUTIVE SUMMARY

Technology changes drastically, thus with it our life adapts back and forth. Today, technology is an inevitable part of our society which we all rely on for personal life as well as business. In order to stay competitive, a company should consider technology trends to help the company increasing their productivity and efficiency, minimizing cost, and maximizing revenue. Company growth is only possible when business employees are equipped with updated skill set. Therefore, Edutrain comes with a solution for supporting companies to achieve their objectives by training the employees, especially related to information and technology skill set.

PT. Edutrain Profesional Indonesia is a startup company that engaged on Information and Technology training for company's employees with focus on B2B service within Jabodetabek area. Blended learning method which combines face-to-face and computer-mediated instruction (Bonk and Graham, 2006) will be applied for all trainings. The majority of IT training industries still rely upon face-to-face meeting as their main method. As the technology progresses to Industry 4.0, more new-comers offer online training as their feature along with transfer knowledge method. Due to Covid-19 Pandemic, there has been a shift in consumer behavior towards technology adaptation, resulting in the rise of the number in online training.

Edutrain adopts Overall Cost Leadership strategy in which refer to lowest cost whilst maintaining competitive advantage to some degree. This strategy is chosen because there are already some companies that providing IT training but either with less focus on learning subjects or higher price. Therefore, Edutrain provides training modules that meet customers' needs while giving competitive price based on market's price in Indonesia.

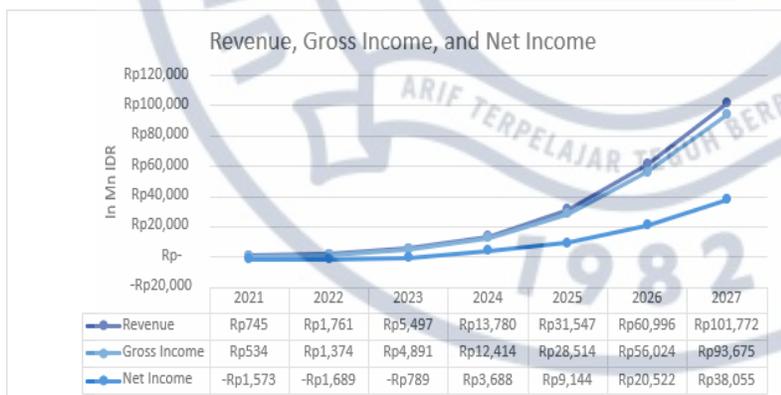
According to Aptika IKP Research & Development (2019), there are eight sectors that have high demand of IT human resources in 2020, the top two are Manufacturing & Financial industries. In the B2B market segmentation, Edutrain initially target the finance industry with medium to large scale of business. The main consideration in choosing finance industry is because of rapid technological growth on financial system. These days digital financial system position have become stronger and widely used, hence they need strong IT system and integrated database in order to gain their competitive advantage.

Edutrain offers some learning materials, which covers the top three most needed learning subjects i.e., data analytics (Tableau), programming (SQL and Python), and IT networking (CCNA). In order to make sure companies received appropriate training and the right people to be trained, Edutrain will conduct personnel mapping and IT assessment before training, which

will be given free of charge with minimum quantity of participants. Training session will be conducted face-to-face and self-learning. Face-to-face training session can be done both online and offline. In the face-to-face session, participants will be taught by professional instructors, work on case studies, and discuss. Meanwhile, in the self-learning session, participants are provided with learning facilities on Learning Management System (LMS), learning videos, simulation programs, independent assignments, as well as question and answer forum, which can be accessed anytime and anywhere. In addition, the participant's supervisor can always monitor the progress and result of training in LMS.

After training, Edutrain offers free consultations for one month, so participants can implement the result of training on their company. Edutrain also offers certification which is recognized nationally and internationally by applying additional affordable charge. In order to certify the participant, Edutrain will collaborate with Badan Nasional Sertifikasi Profesi (BNSP), Cisco, and other certification partners.

The capital required to build an Edutrain is 3 billion rupiah. At the beginning, Edutrain will use 100% equity. As the business grows, Edutrain will use debt as additional funding. Graph below shows the projection of Edutrain's growth. In the first three years, Edutrain will focus on market development, especially in increasing revenue. As the revenue increases, percentage of net income will also grow and results discounted payback period in the 6<sup>th</sup> year.



To mitigate business risk, Edutrain has prepared to mitigate some of the risks that may occur during its operation. To anticipate the changing trends in the IT sector, Edutrain will keep gathering its customer needs on the field. If necessary Edutrain will develop

new training program base on the trend. Trainer and instructional designer team will make sure Edutrain's training service meet excellence service level. Internal audit will be carried out periodically to ensure Edutrain's operational procedure meet its standard and to prevent any fraud.

Based on its strategy, marketing, operation, human resources, and finance, Edutrain has a feasible business as IT training service provider on B2B market in Indonesia.