

EXECUTIVE SUMMARY

The world is shifting its paradigm about how to live and the nature. Currently, people is considering nature more than ever. This paradigm including how the people conduct their transportation. This condition creates needs and wants of vehicle which harmless to the nature, particularly cars. As at today, some companies have tried to be first movers in address that needs and wants, by introduced their all-new electric passenger cars, either pure electric or hybrid. However, there are concerns which being raised by the people, as follows:

- 1) The all-new concept, means that the car brought with the newest technology into it, whether it is essential to today's life or not.
- 2) As in line with the condition no. (1) above, the price of electric cars still considered as high and unreachable to most people, especially for developing countries such as Indonesia
- 3) In global scale, if the trend to shift from fuel-powered cars to electric cars continue in the long run, this condition may led to the skyrocketing of waste of existing fuel-powered cars, as their owner will abandon and shift to the future existing cars.

This business plan is to answer the needs and wants of people by driving cars and still loving mother nature at the same time, but with also address those three concerns explained in the previous paragraph. Whereas the people's most stereotype over electric cars – beside its environment issue – is expensive, this business plan is to convert from people's existing fuel-powered cars to be an electric car, with advantage of the freedom to choose how their electric based on:

- 1) Affordable price and cost
- 2) Preferred performance, i.e. travel distance, maximum speed, etc.
- 3) Country origin of the conversion kits
- 4) Whether they need or do not need any newest feature and technology to be injected to their car

The industry of conversion itself is growing both in developed and developing countries. In the western hemisphere, there are already reputable converter companies, such as EV West from USA and EV Source from UK. In the Asia, this industry is grown mostly in China and India. In China, mostly dominated by manufacturer company such as Shinegle and Golden Motors. In India, the government

supports this industry and even there is certification of converting companies as done by ARAI –Automotive Research Association of India. Unfortunately, there is 0 company in Indonesia which has start this business in Indonesia.

To support this business plan, there was preliminary market research involving 443 respondents, whereas 71.35% domiciled in Greater Jakarta area and the rest were domiciled outside it. Based on the market research, from total 79.58% respondents which interest in owning electric car, they are segmented on how they can obtain electric cars:

- 1) 30.50% are aiming at all-new-EV
- 2) 28.38% are aiming at all-new-hybrid cars
- 3) 20.69% are interest in converting existing fuel-powered-cars into electric cars

Responding 20.69% who are interest converted cars, a company named EV&GARAGE will be established in following year. Instead of become a massive-scale converter company with more than 20 units being converted each month, EV&GARAGE will aim middle up people class with 24 cars or equal to 2 cars per month to be served in its first operating year. This number (24 units) derived from the respondent which interest in conversion with income more than IDR 20 million per month. As the industry is quite new in Indonesia, EV&GARAGE will market the conversion services mostly through below-the-line marketing strategy, such as establish and strengthen community of EV conversion lovers, attending modification expo and exhibition by sending a sophisticated converted cars there, and also content creation and publish through engagement in social media.

To response the customer needs, EV&GARAGE will procure a complete converter kit from three major players which already being contacted: EV West (USA), Etrio (India) and Transition One (France). This approach is to ensure technical quality and compatibility of the component; hence it will boost reputation of conversion service conduct by EV&GARAGE in Indonesian market. About technical team, EV&GARAGE will selectively hire people with certain technical specification, to ensure that the promised quality can be really delivered to the customers. At last, by create complete set of projection of sales, marketing, operation, and HR, it is expected that EV&GARAGE will generate NPV of IDR 16.9 billion during its 10-year operation, with payback (discounted) on 6 years and 9 months counted from its operation year. Based on Probability Analysis (using Monte Carlo technique through 100,000 simulations), it is concluded that probability of positive NPV is 87.5%. These numbers demonstrate that the business plan of EV&GARAGE is feasible to operate.