

EXECUTIVE SUMMARY

In the development of the Electric Vehicle industry, there are 3 most influential factors, namely the trend of clean and renewable energy, rapid technological developments in the manufacture of electric vehicles and their spare parts as well as government politics/laws, especially in developed countries which strongly supports the Electric Vehicle industry as a substitute for Oil Fueled Vehicle.

In Indonesia, the government has shown its support with the issuance of Presidential Regulation of the Republic of Indonesia Number 55 of 2019 concerning the Acceleration of the Battery-Based Electric Motor Vehicle Program for Road means of transport (Perpres 55/2019).

However, in Indonesia, electric vehicles have already been marketed at very high prices, for example, the cheapest is the Nissan Leaf, which is marketed at a price of IDR 534 million (off the road), so it isn't affordable by all people.

The conditions mentioned above are an opportunity for us to develop an **“Oil-Fueled Vehicle conversion service business into a Battery-based Electric Vehicle”** with the company name: **“EV&GARAGE”** which is a substitution product from the Electric Vehicle Industrial Environment which contains Vehicle manufacturers affiliated with ATPM such as Toyota, Nissan, Tesla, BMW, Hyundai.

Business strategy

As a start-up company, EV&GARAGE implements strategies: "Cost Focus" and "First Mover Advantage". The details of the conversion services offered include system conversion, licensing permit and maintenance services.

Marketing strategy

Estimated calculations of projected demand in this business have been conducted through field research with 617 respondents with domiciles spread throughout Indonesia, namely 347 respondents (56%) live in Greater Jakarta, which is the focus area of this Business Plan.

Based on field research, market segments can be grouped into four groups, namely hobbyists (5%), environmentalists (77%), functional (15%) and economists 3%. The target market for this business is the environmentalist segment. The selection of this segment is based on the size of the segment and the characteristics and capabilities of EV&GARAGE in providing products.

EV&GARAGE positions itself as a trusted conversion house and can provide comprehensive services (one-stop services) to meet customer satisfaction, supported by professional service. So the positioning statement carried by EV&GARAGE to explain its positioning is as follows “One Stop trusted EV conversion and maintenance in town”.

Operational Strategy

In line with the general objectives of the Operations Strategy, EV&GARAGE requires a long-term operating strategy in the preparation of an Electric Vehicle conversion service plan, not just short-term daily operational planning.

Based on the Operation Strategy Matrix analysis, 3 parameters were chosen which have the largest percentage to be the operational objectives in running an electric vehicle conversion service business, namely **Cost** (30%) by obtaining a large discount for the procurement of converter kit components, **Dependability** (26%) by completion customer requests in accordance with the deadline determined at the beginning of the project and **Quality** (22%) by producing an output in the form of a converted vehicle according to the design, procedures and standards set.

Human Capital Strategy

The human capital strategy to support the development of the EV&GARAGE business is by recruiting those who have competence in the fields of mechanics, tuners, and structures. As for realizing the target of EV&GARAGE, the company **implements a culture of “COCONUT”** which stands for **C**ontinuous Innovation, **C**ollaboration with stakeholders, **N**urturing excellent team work, **U**nderstanding customers and **T**rustworthy (COCONUT).

Finance Strategy

The source of EV&GARAGE's funds is paid-in capital from shareholders (Equity). The authorized capital of the Company is Rp. 22 billion which is divided into several periods of paid-up capital which will be fully paid-up based on the Company's funding needs which are calculated in the monthly projections of 2022 – 2031.

Based on the Base Case scenario, EV&GARAGE will generate **NPV = IDR 5.1 billion** and an **IRR of 17.08%**. So it can be concluded that this business idea is very feasible to run, the **break-even point occurs in the 9th year** the business operates, and the total amount of capital can be returned to shareholders in the 10th year of this project running, precisely in the period of April 30, 2031.