

EXECUTIVE SUMMARY

It is predicted that the demand for residential property in Indonesia will continue to increase. Indonesia's entry into the category of developed countries, and the increasing middle-income population is the biggest driving factor. Amid the COVID-19 pandemic, the demand for residential property in Indonesia has not subsided, especially in the small housing segment.

RUMCOP sees this as an opportunity and seeks to answer this challenge by being present in the community to provide home building solutions with modular technology using aluminum powder coating and polystyrene panels. This technology can make the development process much faster, as demonstrated by the Chinese government when building the COVID-19 emergency hospital in Wuhan in 2020. Construction costs are also more efficient compared to conventional materials.

The RUMCOP workshop and headquarter will be located in South Tangerang. RUMCOP will also be present in cyberspace with the address www.rumcop.com. This web application technology will be built so that potential customers can view the design catalogue, order, and make various customizations to meet their needs.

RUMCOP targets sales in the first year of operation, amounting to 700 units of ± Rp 90 billion, with a moderate sales growth target (CAGR) of 24% per year, RUMCOP will achieve sales of ± Rp 220 billion in the sixth year. The company is projected to provide an NPV moderate assumption of ± IDR 8.58 billion with a WACC level maximum of 14% which will result in an IRR which is expected to reach 30%.