



Business Plan

NUSANTARA - adventure TRAVEL, GmbH



1. EXECUTIVE SUMMARY

1.1. Objectives

- Located in Cologne, Germany
- Provided traveling service for public with primary customers who interested in outdoor activity & adventure, particularly in Indonesia
- To become the foremost provider of adventure travel to the people of Cologne
- Provide all type of customers desires, fit their budget & skill level
- Promote Indonesia as a Tourism destination



1. EXECUTIVE SUMMARY

1.2. Key of Success

- Working together with Indonesian Ministry of Tourism
- Working together with Globe Trotter Cologne
- Promotion; offering through personal interaction and media
- Develop a repeat business base on loyal customer



2. COMPANY SUMMARY

Nusantara-adventure Travel (NAT) will position itself as a specialist in the field of adventure travel and will generate the majority of its income from this segment





2. COMPANY SUMMARY

2.1. Company Ownership

- The Gesellschaft mit beschränkter Haftung (GmbH)
- The owner are not personally liable for the company's debts
- Simple procedures
- Flexibility on the framework structure



2. COMPANY SUMMARY

2.2. Start-up Summary

Total Investment and Depreciation Cost		
Description	Total Investment	Total Depreciation Cost
Startup	230.330,00 €	3.378,73 €
Furniture	2.570,00 €	257,00 €
Office equipment	3.150,00 €	565,00 €
Financing	681.686,00 €	0,00 €
Total	917.736,00 €	4.200,73 €



2. COMPANY SUMMARY

2.3. Company Location & Facilities

- Olivandenhof,
Cologne City Centre
- The same building as
Globe Trotter Cologne





3. SERVICES

- Full service agency and sells standard travel agency goods
- Offering access to better than average activities
- Adventure Travel
 - *Soft Adventure*: less physically demanding, more passive than
 - *Hard Adventure*: involve risk & athletic competence



3. SERVICES

3.1. Service Description

- Provides individual and group travel to leisure and corporate clients
- Travel consultation
- Pre-arranged tours
- Custom packages
- Accommodations
- Reservations for lodging
- Entertainment
- Rental cars, etc.



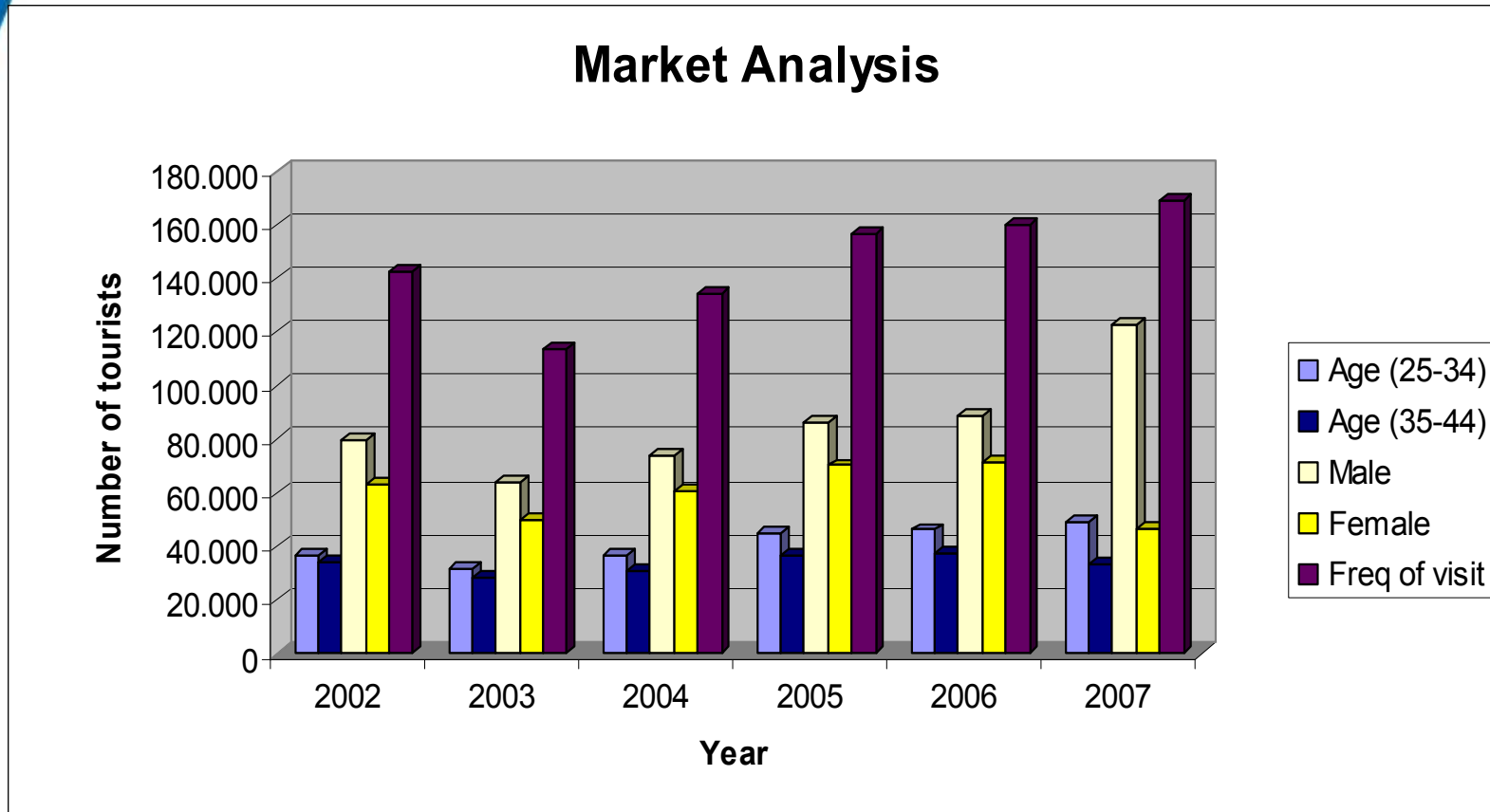
3. SERVICES

3.2. Technology

- Global Distribution System (GDS)
- Increased the speed and efficiency
- Identify the customer needs
- Quick availability information



4. MARKET ANALYSIS



Source: Ministry of Tourism Indonesia



4. MARKET ANALYSIS

4.1. Market Segmentation

- Target customers are health-conscious couples and individuals between the ages of 25-44
- Family with children





4. MARKET ANALYSIS

4.2. Target Market Segment Strategy

- Focus on the sale and promotion of adventure travel customer.
- NAT can save the customer time and money, and help to ensure that they are satisfied with their vacation.



4. MARKET ANALYSIS

4.2. Target Market Segment Strategy

Indonesia has natural beauty and abundance of outdoor activities to offer such as:

- climbing, kayaking,
- white-water rafting,





4. MARKET ANALYSIS

4.2. Target Market Segment Strategy



- snorkelling, diving,
- surfing



4. MARKET ANALYSIS

4.2. Target Market Segment Strategy

- mountain biking, hiking
- camping
- attract many fitness oriented individuals



Semeru Mountain in eastern Java
(3.676 m)



4. MARKET ANALYSIS

4.2. Target Market Segment Strategy

4.2.1. Market Growth

- The travel industry in South East Asia is growing.
- Leisure travel is expected to be 4.1 % in 2008^{1}
- Average 5.3% per annum over the coming 10 years^{1}
- Adventure travel, which is growing 10% annually, is one of the fastest growing segments of the travel industry

{1} www.wwtc.travel/eng/Tourism_Research



4. MARKET ANALYSIS

4.2. Target Market Segment Strategy



4.2.2 Competitor

There is more than enough Travel Agent which focused their services to South East Asia in Germany, but NAT is the only Travel Agent specialized in outdoor activities and adventure.



5. MANAGEMENT SUMMARY

- The shareholders manage and share all administrative, marketing and managerial part of the company
- Two full time travel agents
- One full time accountant



6. FINANCIAL PLAN

6.1. Start-up Investment

Startup Investment (1)					
Item	Price (€)	Amount (pcs)	Total Investment (€)	Depreciation time (year)	Annual depreciation cost (€/year)
Startup					
3 month rent deposit	3.000,00 €	3	9.000,00 €	0	0
License (IATA)	100.000,00	1	100.000,00		
GDS	10.665,00	1	10.665,00		
- Software	2.347,00	1	2.347,00	3	782
- Booking Engine	1.247,00	1	1.247,00	3	416
- System Link	4.300,00	1	4.300,00	3	1433
- Support Items	1.449,00	1	1.449,00	3	483
- Hardware	1.322,00	1	1.322,00	5	264
Lawyer	100.000,00	1	100.000,00		
Total			230.330,00	Total	3379



6. FINANCIAL PLAN

6.1. Start-up Investment

Startup Investment (2)					
Item	Price (€)	Amount (pcs)	Total Investment (€)	Depreciation time (year)	Annual depreciation cost (€/year)
Furniture					
Tables	200,00	4	800,00	10	80
Chairs	70,00	11	770,00	10	77
Pantry	1.000,00	1	1.000,00	10	100
Total			2.570,00	Total	257
Office equipment					
Computers (PC)	500,00	3	1.500,00	5	300
Telephone	100,00	3	300,00	5	60
Printer	300,00	1	300,00	3	100
Fax machine	100,00	1	100,00	10	10
Microwave	100,00	1	100,00	10	10



6. FINANCIAL PLAN

6.1. Start-up Investment

Startup Investment (3)					
Item	Price (€)	Amount (pcs)	Total Investment (€)	Depreciation time (year)	Annual depreciation cost (€/year)
Office equipment					
Coffee machine	50,00	1	50,00	10	5
Refrigerator	350,00	1	350,00	10	35
Lighting equipment	50,00	5	250,00	10	25
Office equipment	200,00	1	200,00	10	20
Total			3.150,00	Total	565
Financing					
Circulating capital (30%)	181.686,00	1	181.686,00		
Unexpected	500.000,00	1	500.000,00		
Total			681.686,00	Total	0



6. FINANCIAL PLAN

6.2. Financing Costs

Financial costs				
Total investment cost			917.736,00 €	
40% Equity capital			367.094,40 €	
60% Credit loan capital			550.641,60 €	
Financial year	Balance of debt	Interest rate	Cost of Interest	Installment
1. Year	550.641,60 €	19%		
2. Year	495.577,44 €	19%	104.621,90 €	55.064,16 €
3. Year	440.513,28 €	19%	94.159,71 €	55.064,16 €
4. Year	385.449,12 €	19%	83.697,52 €	55.064,16 €
5. Year	330.384,96 €	19%	73.235,33 €	55.064,16 €
6. Year	275.320,80 €	19%	62.773,14 €	55.064,16 €
7. Year	220.256,64 €	19%	52.310,95 €	55.064,16 €
8. Year	165.192,48 €	19%	41.848,76 €	55.064,16 €
9. Year	110.128,32 €	19%	31.386,57 €	55.064,16 €
10. Year	55.064,16 €	19%	20.924,38 €	55.064,16 €
			10.462,19 €	55.064,16 €
Total			575.420,47 €	550.641,60 €



6. FINANCIAL PLAN

6.3. Consumption Costs

Consumption costs		
Description	Cost per month	Cost per year
Rent	3.000,00 €	36.000,00 €
Heating	600,00 €	7.200,00 €
Waste	100,00 €	1.200,00 €
Insurance	1.500,00 €	18.000,00 €
Electricity	1.000,00 €	12.000,00 €
GDS	-	1.322,00 €
Marketing	1.000,00 €	12.000,00 €
Internet	60,00 €	720,00 €
Telephone	2.000,00 €	24.000,00 €
Paper, soap, etc	100,00 €	1.200,00 €
Total	9.360,00 €	113.642,00 €



6. FINANCIAL PLAN

6.3. Consumption Costs

Personnel costs			
Personnel	Number	Salary per month	Salary per year
Manager	2	6.000,00 €	72.000,00 €
Accountant	1	5.000,00 €	60.000,00 €
Travel agent	2	3.000,00 €	36.000,00 €
Cleaning Service	1	400,00 €	4.800,00 €
Total	6	14.400,00 €	172.800,00 €



6. FINANCIAL PLAN

6.4. Revenue

Flight Ticket				
Assumption inflation	Price		Profit 10% from ticket	
2,0% per year	direct sales	by internet	direct sales	by internet
1. Year	800,00 €	785,00 €	80,00 €	78,50 €
2. Year	816,00 €	800,70 €	81,60 €	80,07 €
3. Year	832,32 €	816,71 €	83,23 €	81,67 €
4. Year	848,97 €	833,05 €	84,90 €	83,30 €
5. Year	865,95 €	849,71 €	86,59 €	84,97 €
6. Year	883,26 €	866,70 €	88,33 €	86,67 €
7. Year	900,93 €	884,04 €	90,09 €	88,40 €
8. Year	918,95 €	901,72 €	91,89 €	90,17 €
9. Year	937,33 €	919,75 €	93,73 €	91,98 €
10. Year	956,07 €	938,15 €	95,61 €	93,81 €



6. FINANCIAL PLAN

6.4. Revenue

Hotel			
Type of Package	Price	Profit 8%	Percentage of visitors
Bali	400,00 €	32,00 €	35%
Java	250,00 €	20,00 €	20%
Lombok	300,00 €	24,00 €	15%
Sulawesi	370,00 €	29,60 €	10%
Sumatera	300,00 €	24,00 €	5%



6. FINANCIAL PLAN

6.4. Revenue

Expected Revenue					
Year	Flight Ticket		Revenue	Hotel	Total Revenue
	Ticket sales per year			Revenue	
	direct sales	by internet			
1. Year	1.200	1.440	209.040,00 €	60.614,40 €	269.654,40 €
2. Year	1.440	1.872	267.395,04 €	76.043,52 €	343.438,56 €
3. Year	1.872	2.621	369.854,71 €	103.154,69 €	473.009,40 €
4. Year	2.621	3.931	549.985,05 €	150.433,92 €	700.418,97 €
5. Year	3.931	6.290	874.880,90 €	234.676,92 €	1.109.557,82 €
6. Year	6.290	10.693	1.482.320,59 €	389.924,72 €	1.872.245,31 €
7. Year	10.693	19.247	2.664.872,82 €	687.422,84 €	3.352.295,66 €
8. Year	19.247	36.570	5.066.261,61 €	1.281.552,58 €	6.347.814,19 €
9. Year	36.570	73.139	10.154.764,81 €	2.518.913,70 €	12.673.678,50 €
10. Year	73.139	153.592	21.401.873,81 €	5.205.754,97 €	26.607.628,78 €



6. FINANCIAL PLAN

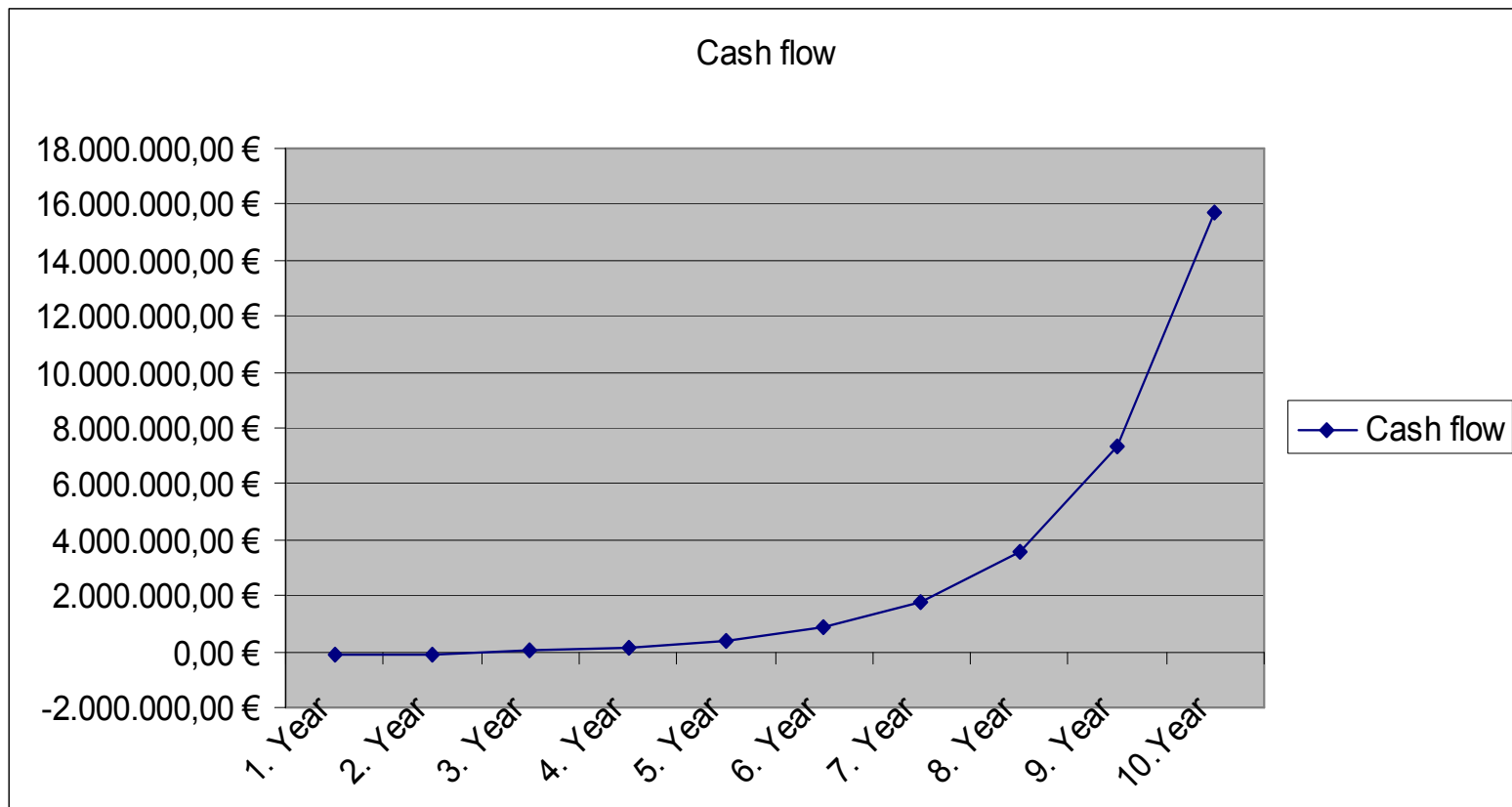
6.5. Cash Flow

Cash Flow Calculation										
Description	1. Year	2. Year	3. Year	4. Year	5. Year	6. Year	7. Year	8. Year	9. Year	10. Year
Turnover	269.654,40 €	343.438,56 €	473.009,40 €	700.418,97 €	1.109.557,82 €	1.872.245,31 €	3.352.295,66 €	6.347.814,19 €	12.673.678,50 €	26.607.628,78 €
Depreciation	4.200,73 €	4.200,73 €	4.200,73 €	4.200,73 €	4.200,73 €	4.200,73 €	4.200,73 €	4.200,73 €	4.200,73 €	4.200,73 €
Consumption costs	113.642,00 €	113.642,00 €	113.642,00 €	113.642,00 €	113.642,00 €	113.642,00 €	113.642,00 €	113.642,00 €	113.642,00 €	113.642,00 €
Personel costs	172.800,00 €	172.800,00 €	172.800,00 €	172.800,00 €	172.800,00 €	172.800,00 €	172.800,00 €	172.800,00 €	172.800,00 €	172.800,00 €
Interest costs	104.621,90 €	94.159,71 €	83.697,52 €	73.235,33 €	62.773,14 €	52.310,95 €	41.848,76 €	31.386,57 €	20.924,38 €	10.462,19 €
Profit without tax	-125.610,24 €	-41.363,89 €	98.669,14 €	336.540,91 €	756.141,94 €	1.529.291,62 €	3.019.804,17 €	6.025.784,89 €	12.362.111,39 €	26.306.523,86 €
Tax 40%	-50.244,09 €	-16.545,55 €	39.467,66 €	134.616,36 €	302.456,78 €	611.716,65 €	1.207.921,67 €	2.410.313,96 €	4.944.844,56 €	10.522.609,54 €
Profit after tax	-75.366,14 €	-24.818,33 €	59.201,48 €	201.924,54 €	453.685,17 €	917.574,97 €	1.811.882,50 €	3.615.470,93 €	7.417.266,83 €	15.783.914,32 €
Cash Flow (profit+depreciation)	-71.165,41 €	-20.617,60 €	63.402,22 €	206.125,28 €	457.885,90 €	921.775,71 €	1.816.083,23 €	3.619.671,67 €	7.421.467,57 €	15.788.115,05 €
Installment	55.064,16 €	55.064,16 €	55.064,16 €	55.064,16 €	55.064,16 €	55.064,16 €	55.064,16 €	55.064,16 €	55.064,16 €	55.064,16 €
Dividend	-126.229,57 €	-75.681,76 €	8.338,06 €	151.061,12 €	402.821,74 €	866.711,55 €	1.761.019,07 €	3.564.607,51 €	7.366.403,41 €	15.733.050,89 €



6. FINANCIAL PLAN

6.5. Cash Flow





6. FINANCIAL PLAN

6.5. Cash Flow

Profitability of Shareholders Capital				
Shareholders Capital	Profit after Tax	Dividend	Return on	Investment
367.094,40 €	-125.610,24 €	-126.229,57 €	-34,39	1. Year
367.094,40 €	-41.363,89 €	-75.681,76 €	-20,62	2. Year
367.094,40 €	98.669,14 €	8.338,06 €	2,27	3. Year
367.094,40 €	336.540,91 €	151.061,12 €	41,15	4. Year
367.094,40 €	756.141,94 €	402.821,74 €	109,73	5. Year
367.094,40 €	1.529.291,62 €	866.711,55 €	236,10	6. Year
367.094,40 €	3.019.804,17 €	1.761.019,07 €	479,72	7. Year
367.094,40 €	6.025.784,89 €	3.564.607,51 €	971,03	8. Year
367.094,40 €	12.362.111,39 €	7.366.403,41 €	2006,68	9. Year
367.094,40 €	26.306.523,86 €	15.733.050,89 €	4285,83	10. Year



Thank you for your attention