



*Tour From Bali*

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# BUSINESS PROPOSAL

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JULY 15, 2015

TOUR FROM BALI

[www.tourfrombali.com](http://www.tourfrombali.com)



# INTRODUCTION

## 1.1 Business Background

Tour from Bali offers tour and travelling services packages within a route. The name Tour from Bali derived by our customers whom usually arrives in Bali to start their journey in Indonesia. Our expertise have searched the country to find the best and most affordable tours and activities that will suit to all your travel needs. We are a company that understands our customers.

## 1.2 Management



Ilham Bachtiar S.E, MSc.

As the founder he is the CEO and Chairman of TourfromBali starts his career as a finance auditor at Ernst & Young in 2012. He has taken his life-long love of travelling and has visited numerous tourist spots. Learning to understand the different culture of the world as a child, ilham is a qualified leader, as well as was highly active in student's organizations. With previous experience in multinational company, Ilham is analytical, profit-focused expert in cost reduction and budgeting. When he is not busy, Ilham enjoys stock trading, sports, and traveling. Ilham holds a Master's of Science from University of Illinois at Urbana Champaign with a concentration in Specialized Finance. He also holds a Bachelor's of Economy Degree from University of Indonesia.



Wildan Hariz S.E,

As the President of TourfromBali, Wildan Hariz is also in charge of daily Operational and Marketing, he is able to arrange with local suppliers. He began his career as a Finance Auditor at MUC and an Accountant at RSCM. Wildan began to show his true business potential during college as a salesman

along with his leadership skills in organizing student's events. He also a self-ambition as an entrepreneur whom also dedicated to his responsibility for his family. Learning to struggle and growing in tough life at Jakarta's neighborhood making him to understand the difficulty that his family must face. His Hobby is traveling and sports. Wildan holds a Bachelor's of Economy Degree from University of Indonesia.



Sandi Pardamean

Sandi Pardamean is the co-founder, he is in charge not only in budgeting control and financing report daily transactions but he is also in charge in Marketing and Public Relations. He began his career in an aviation company, Garuda Indonesia as a Management Trainee. He has the potential of developing network and public relations. He has experience covering tour and travel Industry. His Hobby is traveling, sports, and socializing. Pardamean holds a Bachelor's of Economy Degree Majoring Finance from University of Indonesia.

NO	Name	Education	Job Function
1	Ilham Bachtiar	MSc	Chairman & CEO
2	Wildan Hariz	SE	Operation & Human Resource
3	Sandi Pardamean	SE	Marketing & Finance

Table 1.1 Corporate Structure

### 1.3 Vision, Mission, Goals

#### **VISION**

##### Popularize Indonesia

Our vision symbolizes the Tour from Bali experience for all the people whose lives we touch. It shows the Indonesian culture and local spots, appreciates the beauty of the Indonesian nature.

#### **MISSION**

Tour from Bali dedicates to our country, customers, shareholders and one another. Our commitment is to endeavor in enriching the popularity of our nature and local tourist spots.

## **VALUES**

### **High Performance.**

Our high quality employees will drive our safety, customer satisfaction, and quality results.

### **Ensure Meeting Ethical Standards.**

Our branding will always be our key to success and to value customers, shareholders, and strategic partners

### **Value Team Work.**

We endeavor to value of each contributions from colleagues, business partners, and shareholders to reach our goals. Communication, share knowledge, respect, and appreciate will be our team value

## **GOALS**

1. To be the largest Tour & Traveling company in Indonesia
2. Introduce popular sight & culture of Indonesia
3. Ensuring prompt delivery of only the best travel products, turning your dream destination into a reality.

# MACROECONOMIC & INDUSTRY

## 2.1 Macroeconomic & Industry overview

- ▶ The government is exempting visa for more nationalities for promoting tourism industry
- ▶ Indonesia visa free for 45 Countries (2015) + 30 Countries in 2016 (planned by gov't)
- ▶ Stable Increasing number of tourist from previous years
- ▶ The government's marketing budget for tourism industry promotion abroad has been increased fourfold to Rp 1 trillion (US\$75 Million)
- ▶ The Chinese market and real GDP is stable

## 2.2 Competitive Advantage and Risks

### Competitive Advantage:

- ▶ Cheap
- ▶ You could design your own trip and tour packages
- ▶ We could find tour guide that speaks Chinese
- ▶ We offer tour packages that includes Hotel, Transportation, Scenic spot entry tickets (Not so many competitors could do this).
- ▶ We could take our tourist outside Bali from Bali unlike other agents.
- ▶ We will implicate mobile application (like Uber Taxi) - responsive design and we already cooperate with international digital marketing agency SEO.

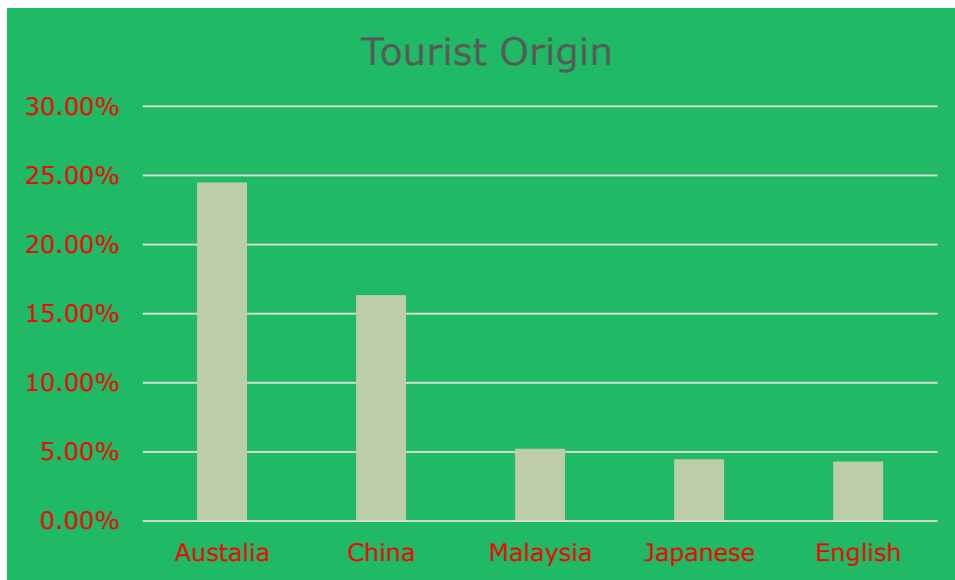
## 2.3 List of Competitors

1. Balicontour	2. Rentalmobilbali
3. Balitourpaket	4. balipurnama
5. Balitopholiday	6. Bayu Buana

Most of the local competitors does not have 'professionally designed' and or enticing website such as international tour and traveling company advertisement, since they have not yet penetrate the global market. Example of professionally designed website is [www.tours4fun.com](http://www.tours4fun.com)

There are only few comparable investors like our business, because most of our competitors have a more simple business model such as rent car with a driver.

## 2.4 Industry Trend



- ▶ Increases number of Hotel since the past 5 year (especially 5 Star Hotel)
- ▶ 17% of foreign tourist are from China, currently there is not many Chinese tour guide provided by competitors

# BUSINESS MODEL

## 3.1 Marketing and Operational

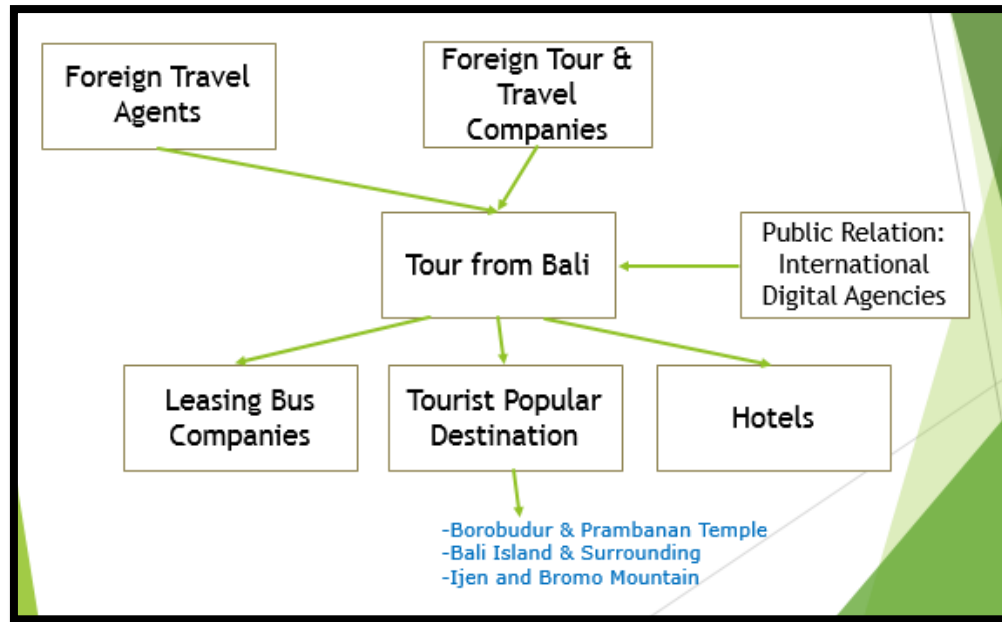


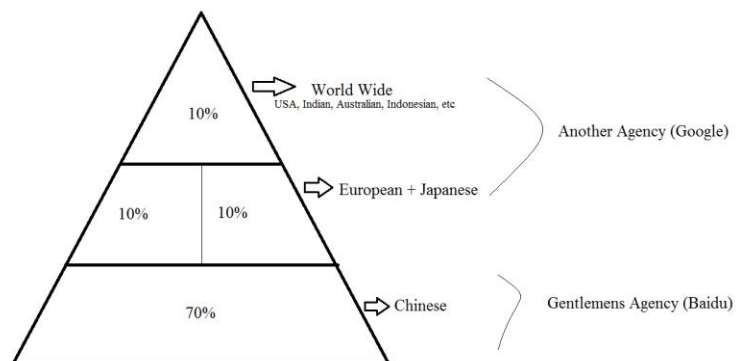
Figure 3.1 Business Model

### Services offered & why us not others:

We will provide 4 – 5 star local hotels and transportation for our tourist. We will endeavor to earn a discount rate from hotels and Buses Company. Moreover; we will employ ‘tour guides’ on each bus whom will be able to speak in English and either Chinese or other languages then we will escort our tourist to the popular tourist destination and hotels with rented bus; in this case no competitors offers similar business model.

### Target Consumer:

1. Priority for Foreign Tourist (especially Chinese), but Local Tourist are welcome. Our main customer target are tourist from China because the growing number of Chinese tourist coming to Indonesia.
2. Company (HR that seek for its employees outing activities)
3. High economy class customers





**Marketing Region – Strategy:**

1. Digital (Twitter, Facebook, Instagram, Youtube)
2. Internet, google SEO (www.tourfrombali.com)
3. Chinese Online-PR (Sina Weibo, WeChat and Tuniu), Qunar and Baidu

**Customer Need:**

1. Tour guide that are passive in their language whom will guide them and educate about Indonesian culture and history
2. Guaranteed transportation and accommodation
3. Reach to the famous location
4. Popular culinary spot

**Solution or Value Proposition**

1. Provide high quality tour guide
2. Guide the tourist to the unknown Indonesian famous local destination
3. Build trust that will convert to sales
4. IT - Innovation and creativity (creating mobile – apps)
5. Strong tech websites which enables tourist to design their own tour packages

## Local Destination:

1. Volcanic Mountain (Mount Bromo)
2. World-Wonders Temple (Borobudur & Prambanan)
3. Rain forest; water fall; & desert land
4. Historical and famous mystical-culturist spots
5. Famous Beaches
6. Plantation
7. Mystical Places
8. Bali, Gili, Java Island



## TOUR FROM BALI STAGES

1

ENJOY

- AUTENTIC PRODUCT
- ONE WAY ACTIVITIES
- HIS STORY
- HISTORIC HERITAGE

**GET THE TOURIST**

2

EXPERIENCE

**KEEP THE TOURIST**

- CUSTOMER EXPERIENCE
- INTERACTIVE ACTIVITES
- REGULAR EVENTS
- EXPERT GUIDANCE

3

ENGGAGE

**GROW THE TOURIST**

- HUMAN SPIRIT ACTUALIZATION
- LEARNING ACTIVITIES
- COMMUNITY DEVELOPMENT

## BRANDING



**Bird**

The bird shows that we have a high honor & vision



**Wings**

Show our wisdom and productivity



**Blue Circle**

Indicates our creativity and inovation that never ends



*Tour From Bali*

*We'll take you  
anywhere in  
Indonesia from  
Bali*

### **3.2 SWOT Analysis**

#### *Strength*

- Service industry is highly cost-efficient because we don't capitalize any fix assets and inventory. The business model is flexible since we could lease local bus and hotel for the tourist
- High operating profit margin is feasible because the foreign tourist demand will be highly inelastic in terms of our weak currency rupiah.
- Diversified end market target & simple marketing strategy
- Highly professional employees whom could deliver reminisce experience for our customers

#### *Weakness*

- Numerous small local competitors
- Young starting companies that would need restructuring efforts
- Inherent risk of traffic accidents or delays that could disturb the travel schedule

#### *Opportunities*

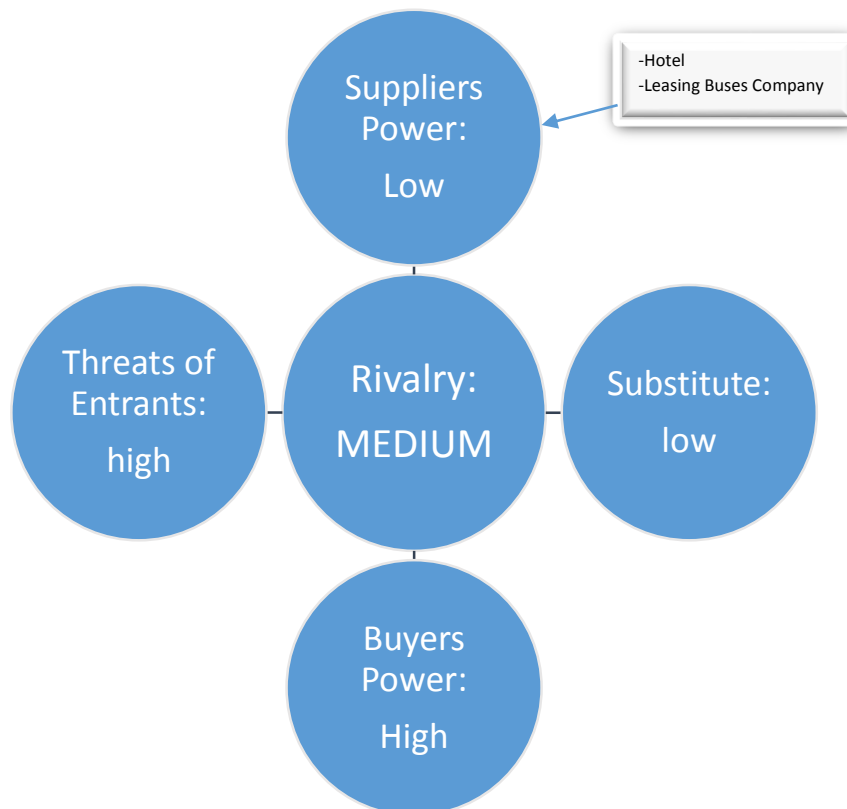
- The size of global market is huge so our market target is highly convincing
- There is no any big foreign tour and traveling company players here in Indonesia yet; therefore, we could emphasize on building partnerships.
- There are numerous popular local tourist destination that are not yet known by foreigners such as: Mount Bromo, Ijen Crater, Raja Ampat, Bunaken, Karimun Jawa and activites such as: Yacht services, Jet ski, Mount climbing etc.
- Our tourist local spot is highly potential for promotion and advertisement because many other countries has yet not known about our world wonders history and mythologies that could be educated by our tour guide.
- No law suits against our company will be charged
- The government is exempting visa for more nationalities for promoting tourism industry
- The government's marketing budget for tourism industry promotion abroad has been increased fourfold to Rp 1 trillion (US\$75 Million)

## *Threat*

- The industry demands low capital intensive, which gives new competitors to enter the market and set for low price
- There could be a fraud activities that could be conducted by outside of our company that uses our brand.
- Insufficient culinary on the trip between Bali and East Java
- Local tourist spot charges foreigners higher price

### **3.3 5 Porter Analysis**

- Buyer power is high; however, we are providing unique service compare to our competitors
- Suppliers power is low because there are numerous local bus leasing and hotel companies
- Substitutes is low since there is no any substitute for tour and traveling service rather than the customers could choose to go without any such services but it will be difficult for them without such guidance's in Indonesia
- Threats of entrants is high in terms of low capital intensive requirement to start such business
- Rivalry is medium because there are huge potential market we could still obtain abroad, so we would maintain an inelastic demand.



## FINANCING & PRICING

### 4.1 Tour Package Price:

1. From Bali: Probolinggo – Mount Bromo - Yogyakarta - Surabaya - Kawah Ijen (A.I) (6 Night)

Hotel Room	Rp	5,400,000	\$	392.73	¥	2,495.38
Adult Price	Rp	4,442,765	\$	323.11	¥	2,053.03
Children Price	Rp	3,942,765	\$	286.75	¥	1,821.98

2. From Bali: Probolinggo - Mount Bromo - Kawah Ijen (A.II) (4 Night)

Hotel Room	Rp	3,600,000	\$	261.82	¥	1,663.59
Adult Price	Rp	1,709,167	\$	124.30	¥	789.82
Children Price	Rp	1,209,167	\$	87.94	¥	558.76

3. Bali Island (Kuta; Pura Luhur; Garuda Wisnu Kencana Bali; Pantai Sanur; Tanah lot; Mandala Wisata; Goa Gajah; Bali Safari & Marine Park; Gunung Kawi etc) (B.I) (6 Night)

Hotel Room	Rp	6,000,000	\$	436.36	¥	2,772.64
Adult Price	Rp	2,243,333	\$	163.15	¥	1,036.66
Children Price	Rp	1,743,333	\$	126.79	¥	805.61

- a. East Bali Island (B.II) (1 Day)

Adult Price	Rp	1,492,917	\$	108.58	¥	689.89
Children Price	Rp	992,917	\$	72.21	¥	458.83

- b. North Bali Island (B.III) (1 Day)

Adult Price	Rp	1,592,917	\$	115.85	¥	736.10
Children Price	Rp	1,092,917	\$	79.48	¥	505.04

- c. Bali Island (Ubud Village) (1 Day)

Adult Price	Rp	1,864,167	\$	135.58	¥	861.44
Children Price	Rp	1,364,167	\$	99.21	¥	630.39

- d. Bali Island (Kintamani Mountain) (1 Day)

Adult Price	Rp	1,864,167	\$	135.58	¥	861.44
Children Price	Rp	1,364,167	\$	99.21	¥	630.39

- e. Bali Island (Uluwatu Kecak Dance) (1 Day)

Adult Price	Rp	1,877,500	\$	136.55	¥	867.61
Children Price	Rp	1,377,500	\$	100.18	¥	636.55

- f. Bali Island (Besakih Mother Temple) (1 Day)

Adult Price	Rp	1,764,167	\$	128.30	¥	815.23
Children Price	Rp	1,264,167	\$	91.94	¥	584.18

4. From Bali to Gili Island (G.I) (3 Night)

Hotel Room	Rp	4,125,000	\$	300.00	¥	1,906.19
Adult Price	Rp	1,291,161	\$	93.90	¥	596.65
Children Price	Rp	1,041,161	\$	75.72	¥	481.13

5. From Jakarta : White Crater - Pangalengan / Situ Cileunca - Bandung (J.I) (4 Night)

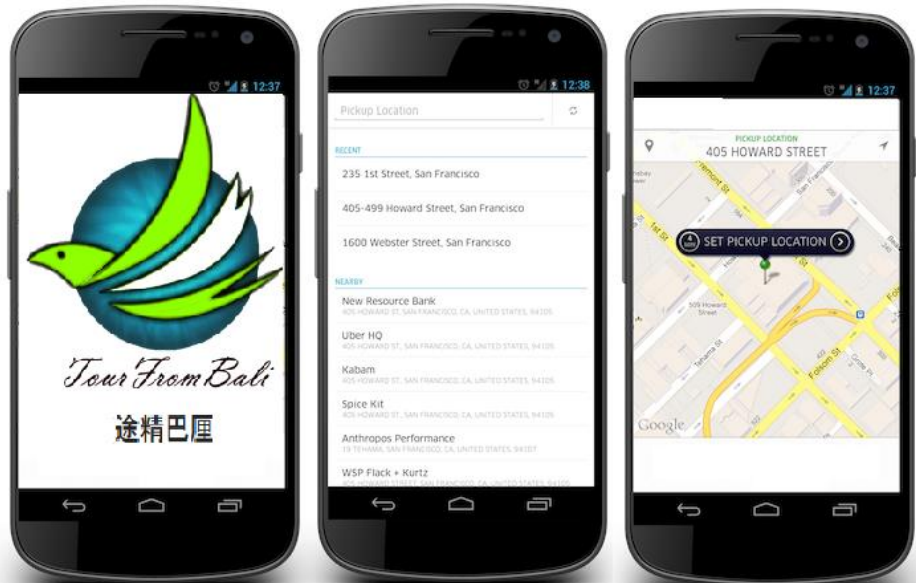
Hotel Room	Rp	6,187,500	\$	450.00	¥	2,859.29
Adult Price	Rp	2,489,583	\$	181.06	¥	1,150.45
Children Price	Rp	2,339,583	\$	170.15	¥	1,081.14

6. Jakarta City (Ancol Beach – Theme Park; Beautiful Indonesian Park)

Hotel Room	Rp	7,115,625	\$	517.50	¥	3,288.18
Adult Price	Rp	231,214	\$	16.82	¥	106.85
Children Price	Rp	81,214	\$	5.91	¥	37.53

7. Tourist own tour designed package which is ordered from our website (we will arrange the transport and accommodation for this package)

## 4.2 Business Plan



We are planning to use mobile based application like Uber Taxi. Whereas, our customer could find any driver or tour guide available around the area in Indonesia. Our guide and driver will coordinate with you on where you want to be picked - up and drive you to your chosen location.

Customers will be a given these options:

A. **1 Day tour Package** (there is distance (kilometers) limit):

- Choose : Tour Guide preferable language.
- Choose : Pick up location
- Choose : Origin & Destination(s)
- Choose : Number of people

B. **More than 1 Day tour Package** (Make your own package):

0. Describe your routes

Free answers, they will type freely.

What I meant was what kind of trips they want. Cruise / Land / Camping on Plantation or Lake / Etc.

1. Date & How many days? Please describe your travel date preferences to be with us.

2. Freely choose which place In Indonesia which Island do you want to go to:

Bali / West Java / Central Java / East Java / Jakarta / North Sumatra / Lampung / South Sulawesi / South Sumatra / Banten / West Sumatra / Komodo Island / Irian Jaya - Raja Ampat / Others ?

3. Type of bed room?

Hotel - Standard / Deluxe / Super Deluxe / Presidential or VIP

4. Which kind of tour packages?

They should be given an option, include hotels, bus fee, tour guide, scenic spot, lunch etc..

5. How many people is in your group?

6. Tour guide language:

What is you and your Group Language

(Mandarin/English/Japanese/Korean/Russian/France/Others please specify)?

The worst case if we can't find, we will definitely find an English tour guide

7. How much is your group Budget Range?

8. Which activities do you want to do?

Hiking / Rain Forest / Beaches / Mystical Places / World of Wonder Temples (Borobudur & Prambanan) / Museums / Zoos

9. Please tell us where do you want to meet us or where will you arrive in Indonesia?

Then give a smiley face and say "Finding an Agent"



**Tourist places entry ticket in Bali:**

(Some places need an additional of Rp 20,000 ticket entry)

Tanah lot	Rp	30,000
Agung Rai museum of art	Rp	50,000
Museum Blanco Renaissance	Rp	80,000
Mandala Wisata Wenara Wana (ubud)	Rp	50,000
Museum Seni Neka	Rp	70,000
Museum Puri Lukisan	Rp	50,000
Ubud Palace	Rp	-
Goa gajah	Rp	15,000
Candi gunung kawi	Rp	15,000
Jatiluwih	Rp	-
Bedugul Kebun Raya Bali	Rp	18,000
Gunung Batur	Rp	15,000
Sanur	Rp	-
Pura Luhur Uluwatu	Rp	50,000
Garuda Wisnu Kencana Cultural Park,	Rp	60,000
Plaza Bali	Rp	-

**Tourist places entry ticket in Java:**

Borobudur	Rp 266,000.00
Prambanan	Rp 239,400.00
Ijen Crater	Rp 150,000.00

## **CLOSING**

This proposal is intend to introduce in detail about our company and to invite investors or potential strategic partners' across the globe to enlarge the business size of this tour and traveling company. The content of this proposal are introduction of our company, business model, and financing.

We hope every single details of the proposal is simply understood; therefore, investors and strategic partner candidates are interested in corporating with us.

On behalf of the company, we would like to say thank you for your attention.

Ilham Bachtiar  
Tour from Bali

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