



# Executive Summary 2010

PT TANAHWANGKO PARADISE RESORT , Talavera Office Park, 28<sup>th</sup> floor  
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www.hoteldivingmanado.com

**Founders:** Frederic Huet, Christophe Wirth, Bernard Souesme, Gilles Castagnes.

**Management:**

Frederic Huet, CEO

Kartaty Indiana, Director

**Industry:** Hotel and Resort

**Stage of Dev.:** Early stage

**Employees:** 7

**Founded:** 2008

**Financing sought:** EUR 1.150.000

**Use of Funds:** Building completion, equipment, staff, marketing, consultant, working capital

**Capital raised to Date:** EUR 500.000

**Current investors:** Founders

**Business and Project description:**

Our Project is to **build a Resort** with a **10th of cottages/bungalows** classically managed as a Resort and **2 villas** with their own private swimming pool which the Resort will propose in a Time Sharing Schema to our customers.

We will build also a **SPA and a Dojo** for groups of Martial Art, meditation, or other health oriented practices.

Our goal is to offer to our customers a **high quality range of accommodation** with a touch of French, Manadonese **creative cooking**.

With the **amazing view** from our land to Bunaken and the **calmness** of the countryside, our Resort will provide our guest with **comfort and services** in a rural environment.

**Scuba Diving is the heart of Manado Tourism activities**. Manado is ranked in the “top 10” Scuba diving areas worldwide with Bunaken Archipelago and Bitung strait and their very specific fauna.

Therefore, our Resort , located in the **famous Coral Triangle**, will naturally offer **Scuba Diving** as its **main activity**.

**In addition**, our geographical situation in the main Sulawesi Island, allows to propose a panel of activities that will please all non divers:

- **Sea kayak**
- **Sailing** with a “Jukung”, the small sail boat used for fishing by the Balinese fishermen
- **Snorkeling**
- **Fishing**
- Gentle walking all around the Resort and meeting the local population
- **Mountain Biking**
- **Trekking** around the volcanoes
- Go further and deeper exploring into the region for some days by car

**Martial Arts, Meditation and Yoga** sessions will be available at short

In the future, we also target to **develop cruises** to the east Nusa Tenggara islands by operating a bigger boat to offer our customer **diving or non diving tours to Molluca Islands or even Papua**.

**All our Hotel/Resort Marketing policy will be about Scuba Diving and the panel of other activities to attract all Non Divers**.

**We also aim later on to propose combined stays (Manado / Bali) to our foreign customers. Arrangement will be made with some Balinese Resorts.**

**Customers:** we target expatriates in Indonesia, as well as Europe, Singapore, Malaysia, Japan and China customers. All these countries have direct access to Manado by Air. Most of the customers are scuba divers.

**Competition:** is pretty strong in term of Resort business model, but it is the variety of proposed activities, oriented to the sea or to the mountain, which will make the difference. In addition, we want to provide high quality accommodation within the still very traditional countryside. Only one competitor in the close vicinity at the moment.

The Time sharing Villa business model is not existing at the moment in the Minahasa Region and our experience of renting the 1st Villa (1<sup>st</sup> step of the project) is very conclusive. It is a “Niche” Market but the demand is real and competition not existing in the region.

**Business Model:** 2 types of business model in One: the classical hotel one and a time sharing schema for villas. 2 markets addressed at the same time.

- Main source of revenues; restaurant, classical Resort rooms, Villa renting and Time Sharing
- 2 different markets addressed at the same time: Villa renting and Resort Business

**Marketing and sales channels:** through website and web distributors, Scuba Diving magazines, Scuba Diving and Tourism Exhibition, National press and Medias.

<b>Financials: (EUR)</b>	2011	2012	2013	2014	2015
Revenue	(151.000)	(53.000)	279.500	468.000	563.000
EBITDA	(119.000)	18.600	391.000	791.000	957.000
Cumulative Cash flow	8.750	113.200	322.810	899.500	1.017.000
Capital to be raised	510.000	400.000	240.000		

**990.000 Euros capital open to Investors + 160.000 Euros from Time sharing**