Lokalised

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# **Executive Summary**

Travelling with a taste of being like a local. Indonesia is known for its nature and diversity. It is one of the largest countries in the Asia with over 17,000 islands to discover and inhabitants of 267.7 million people.

But the experience could be escalated if they have the opportunity to explore their destinations with locals. They would get to know few hidden gems, new tips and perhaps learn new languages. Lokalised focuses on connecting foreign tourists with local students from various Indonesian universities.

# **Company Description**

# **Market Research**

Indonesia is the biggest country in Southeast Asia. It is known for its diverse people, beliefs, cuisines and destinations.

* Do research on tourists keen on visiting other parts of Indonesia

2018 = 15.8m tourists’ arrival in Indonesia.

* Three top countries are Malaysia, China, Singapore
* Less European
* Mostly Asian

2019 = 16.1m tourists’ arrival in Indonesia.

* Indonesia is the 3rd most visited country in ASEAN
* According to Travel and Tourism Competitive Index (TTCI), Indonesia ranks 40/140(2019) worldwide and 4th in ASEAN
* Bad service infrastructure (94th)
* Bad environmental sustainability (135th)
* Bad safety and security (80th)
* Tourists come in through Ngurah Rai majority (38%~ in 2015)

# **Services Details**

Lokalised offer foreign tourists a customised service to assist their travel to Indonesia. We provide undergraduates as our main local guider. They are to be having a certain level of English language capabilities in order to prevent any obstacles in communication. These students, prior to be accepted, should have shown their English level through certifications or English online test.

* How should we determine the minimum level of English level? IETLS or TOEFL or both?
* How should the students show their capability? English cert or English online test (Maybe EF) ?

Our revenue model would be generating the fee from the percentage of total purchase made by the tourists. For now, it would range anywhere from 2-5% from both side.

# **Management and Operational Structure Plan**

# **Marketing and Sales Strategy**

To get the local guides, we are planning to exclusively connect to major universities across the Java island for the starting point. It would range from local and private universities.

Reasons:

* Much more trusted if we are to have a partnership with universities
* Easier to build our brand
* Students are keen to earn some pocket money while doing their studies

Over the time, we would proceed to engage a partnership with Indonesia Ministry of Tourism to broaden our public presence and attract more foreign tourists to visit Indonesia.

# **Finance**

Lukas

* Lokalised.com domain fee