

THE FOUNTAIN FITNESS PARK

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ABSTRACT

In major cities, people started to feel bored with the daily routine activities and also a traffic jam, three aspects of the loss of the consequences of congestion which are: fuel wastage due to the vehicle operating cost 3 Billion IDR, losses due to the time wasted 2.5 Billion IDR, and the health impacts of air pollution 2.8 Billion IDR." the lack of a healthy lifestyle in terms of diet and patterns of daily life will lead to the decreased productivity of a person, now urban society has begun to change their lifestyle towards a healthier keep the body fit to support its

Inspired by the things mentioned above, through this thesis we are interested in creating a new business in which we combine the fitness center with nature concept. The place designed to be natural so visitor feel comfortable exercising, that place we call "THE FOUNTAIN" Fitness Park.

We use the calculation so any risks that rise can be managed properly so that we will get profit in relatively short term. One of the easiest

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ways to prepare a business plan is to create a "frame" or building blocks well integrated.

Key activity in this business is we create a sports facility that very unique and profitable in Indonesia. The basic concept is that we offer combines elements of sports and entertainment in one place that nuanced nature. Fountain's Vision is to be the first fitness center in Indonesia with a unique nature concept.

Keywords: fountain fitness park, business model.

INTRODUCTION

To meet the demands of today's lifestyles in the metropolitan, this will force people to work harder. Heavy workload makes people tired, both physically as well as mentally. Even urban communities become more concerned about their health as the growing issues about health. Phenomena on lifestyle changes now are that thrives in the big cities, fulfilling lifestyle. Therefore, a healthy lifestyle for urban communities as a solution to the problem taking care of their body to stay fit.

More and more gyms are popping up. The market potential in Indonesia fitness business is very spacious with an upward trend, especially in big cities. For example in Jakarta current number of people who are members of the fitness center is still below 1%, while in other cities are smaller (SWA Magazine issue 04/2008). Indah Koeswari, owner Body Soul Center gym and spa business growth in Indonesia is about 30% per year (data for 2003-2004) even today he estimates that the growth rate has reached 60%.

We conducted a survey to determine some aspects of this paper to support both in terms of background and for its business model and strategy. Survey results can be seen from the graph below.

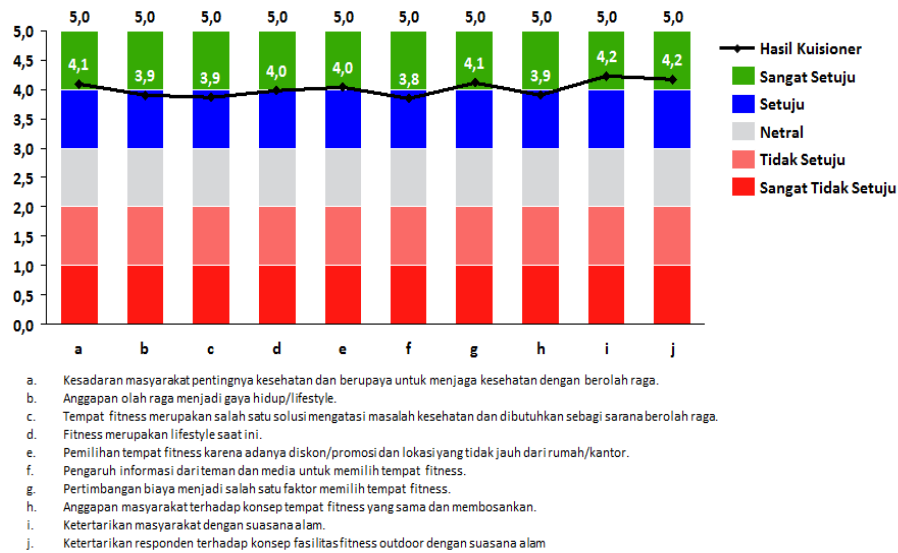


Figure 1. Survey Result

From the survey results can be concluded that:

- Today, people aware with the importance of health and always maintain health by living a healthy life such as exercise.
- People perception the current exercise has become a lifestyle.
- Currently, respondents recognize and realize the gym is one of the solutions for health problems and need to improve the health and they really want to do sport activities in fitness center.
- Respondent argue that fitness is one of lifestyle in urban communities.
- Respondents chose fitness center a lot of discounts / promotions and its location not far from the home or office.
- Respondents influenced information from friends and the media to choose the fitness center.
- Cost considerations also determine the respondent to choose the fitness.

Respondents believe that the current fitness is boring because it has a similar concept and they want to comfortable atmosphere.

PROBLEM STATEMENT

Fitness center is one of sports activities that is happening in most the big cities, however almost all of the fitness center are located in shopping center, with an atmosphere and view that limited by the building / indoor. This problem discourage most people to work out in the fitness center, this is the main reason for us to establish a fitness center with a different concept, in order to satisfy the public desire, especially in the city.

LITERATURE REVIEW

The study was conducted in order to obtain an overview of the concepts related to business model. The literature explored includes Five Force, Business Model Canvas, Internal & external analysis, PESTEL Framework.

The Business Model Canvas is a strategic management template for developing new or documenting existing business models (Business Model Generation, A. Osterwalder, Yves Pigneur, Alan Smith, and 470 practitioners from 45 countries, self-published, 2010). Concept of Business Model Canvas that consists of nine building blocks can be used as guidance or an initial step to define what are the things that could be used by the firm to transform their business model.

In business policy and strategy we learn about SWOT analysis which base on two types of analysis external analysis and internal analysis. External analysis to cover O and T means Opportunities and Threat in SWOT analysis and internal Analysis is going to cover S and W means Strength and Weaknesses.

PESTEL analysis stands for "Political, Economic, Social, and Technological, Environmental and Legal analysis". It is a part of the external analysis when conducting a strategic analysis or doing market research and gives a certain overview of the different macro environmental factors that the company has to take into consideration.

Michael Porter provide framework to identify five factors that act together to determine the nature of competition within an industry. Those are the:

- Threat of new entrants to a market.
- Bargaining power of suppliers.
- Bargaining power of customers (“buyers”)
- Threat of substitute products
- Degree of competitive rivalry

Porter's five force models provide The Fountain to identify Competitive Position a simple perspective for assessing and analyzing the competitive strength and position of our company or our business organization.

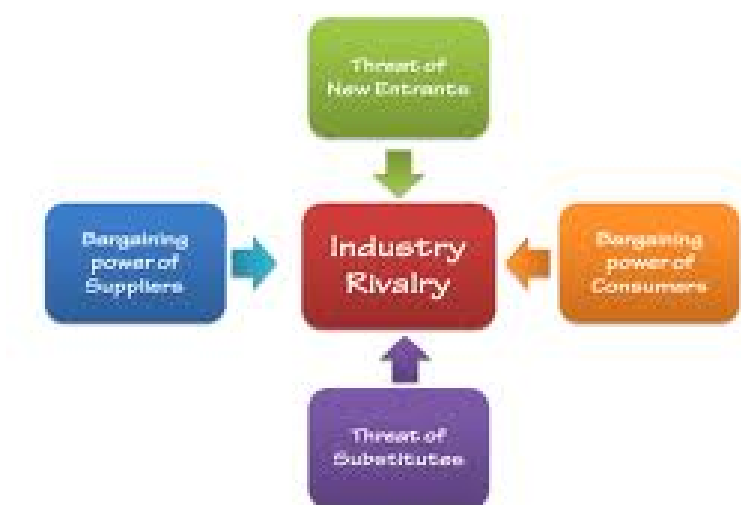


Figure 2. Porter’s Five Forces Model

METHODOLOGY

In this section, we do something’s related to how we get the data and this is to reach the purpose of the Thesis which we got through as we learn in class, and perform a variety of analyzes using the knowledge

we gained while studying. In this part explained and interpreted through any data collected and presented by:

Survey

A survey we did on November 10, 2012, from 80 questionnaires distributed 76 respondents feedback to us. 84% of respondents are workers and 12% are self-employed in which the majority is the productive age 25-45 years old.

Research through the website

In addition to above research methodology, we have gained through research methodology by website which is in the website contain the update/ the latest information about the place that can be visit beside than mall.

Study Literature

The study was conducted in order to obtain an overview of the concepts related to business model. The literature explored includes Five Force, Business Model Canvas, Internal & external analysis, PESTEL Framework.

FINDING AND DISCUSSION

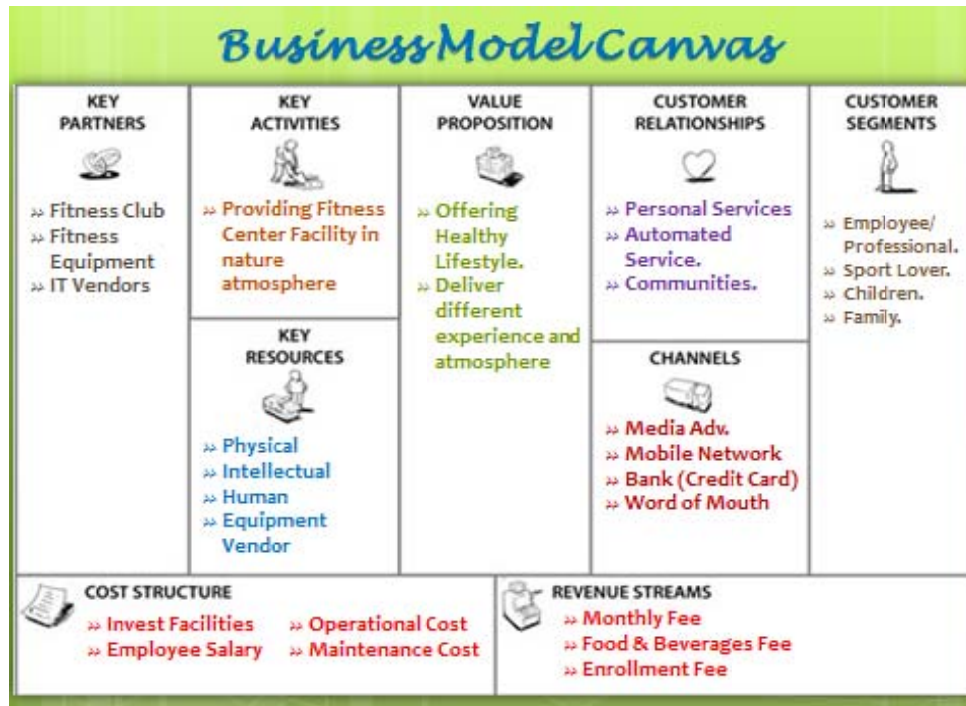


Figure 3. Business Model Canvas

Internal Analysis

The Fountain Fitness Park goal is to provide uniqueness, excitement and innovation to consumers through high quality products and services at affordable prices. The Fountain has many different categories which sells products and services such as sport area, Kid zone and of course Nature Park with the beautiful fountains.

The Strengths:

The Fountain uniqueness product and services is the key to our business success. Our products and services are as diverse as outdoor sport center; we gave a differences atmosphere's nature park with beautiful park. Our Management and staff are well equipped and well trained to build a good relationship provides the best services and most efficiency services to the customers. With that, we proud of its pioneering role in providing the most uniqueness place with differences advanced services.

Weakness:

Starting as a new business, The Fountain will face many challenges such as:

1. Information and Knowledge

The first thing to do when starting a new business is collection information. Collect the wrong information could be a fatal failure for the business. Understanding the market flow and the customer needs is a difficult task.

2. High Capital

Our limited capital could limit the activity of the business, such as limited advertising budget and securing the business for additional facilities.

3. Expanding the brand name

As a new product, branding our reputation could be a potential weakness for our business.

4. Responsibility

Another potential weakness of a start-up business is that too much responsibility is placed on a single individual. We need to make sure that the tasks are distributed based on each individual responsibility.

5. Early Stages

The cash flow may be unreliable in the early stages of the business.

External Analysis

Pestel Analysis:

- a. Political Factor

The Fountain as a new business we need to study, government regulations in the business, specifically, political factors include areas such as tax policy, labor law, environmental law, trade restrictions, tariffs, and politics stability. Political factors may also include goods and services which the government wants to provide or be provided (merit goods) and that the government does not want to be (demerit goods or services which is bad),

- b. Economic Factor

Economic factors have a significant impact on how The Fountain does business and also how to make decision. For example, interest rates affect a firm's cost of capital and therefore to what extent a business

grows and expands. Exchange rates affect the costs of importing goods and the supply and price of imported goods in an economy.

These factors can further be broken down into macro-economic and micro-economic factors. Macro-economic factors deal with the management of demand in any given economy. Micro-economic is all about the way people spend their incomes.

c. Social Factor

Social factors include the cultural aspects and include health consciousness, population growth rate, age distribution, career attitudes and emphasis on safety. Trends in social factors affect the demand for a company's products and how that company operates. For example lack of public awareness in big city for their health, this opportunity for us to establish The Fountain with the nature themes park, provide sport areas, so as to change the pattern of their life to getting the better and healthy of life.

d. Technology Factor

We all know how fast the technological landscape changes and how this impacts the way we market our products.

They can determine barriers to entry, minimum efficient production level and influence outsourcing decisions. Furthermore, technological shifts can affect costs, quality, and lead to innovation.

e. Environment Factor

Environmental factors include weather, climate, and climate change, which may especially affect industries The Fountain growing awareness to climate change is affecting how companies operate and the products we offer are both creating new markets and to change existing ones.

f. Legal Factor

Legal factors include discrimination law, consumer law, antitrust law, employment law, and health and safety law. These factors can affect how a company operates, its costs, and the demand for its products, It is clear we as a companies need to know what is and what is not legal in order to make this business successfully.

PORTER'S Five Force Model:

The Fountain Threat of new entrants is Moderate:

1. A lot of interested local and foreign companies, because in Indonesia the nature themes is common issue right now, many company want to create a new business in that segment.
2. Hard for new business like The Fountain to establish good pricing.

The Fountain Bargaining Power of Supplier is Moderate, many Suppliers who want to work with The Fountain, because of our unique concept.

The Fountain Bargaining Power of Customers is Low:

1. Nature concept in every services that we offer a complete range of facilities to make customers always choose The Fountain to spending their time with family, client, partners.
2. Outdoor fitness Centre does not exist in other place also makes sport lovers to join at our place.

The Fountain Threat of Substitute Products is Low:

1. Facilities that we offer, it cannot be found in other places.
2. Our Business Concept based on research, what customer need at this time.

The Fountain Degree of Competitive Rivalry is Low:

1. Competition Structure, its mean the lack of business model as we offer very low competition in.
2. Level of differentiation product, it's mean with uniqueness concept that we offer, it will make there is not many competitors in this business.

Vision, Mission and Value

The Fountain Choose "To be Number One in Facility, Ambience and Hospitality". The mission given by The Fountain is "Giving the Best for Your Body, Mind and Soul". The core values of The Fountain are: Uniqueness, Innovation, Integrity, and Respect.

Table 1. Segmentation Market

Segmentation	Category
Age	Children: 5-12 Years Old. Adult: 25 - 50 Years Old
Geographic	JABODETABEK
Social Status	Middle and up
Lifestyle	Sport Lover
Media User	Internet, email

Target Market:

1. Residents in western Jakarta have a percentage of 24% of the total population in Greater Jakarta. This proves the intended market is quite large considering the buyers not only from Jakarta but from the surrounding area will also be found to come to this. In terms of revenue, JABODETABEK always increase each year. With the prices offered by the present, it is not hard to attract the attention of buyers in the Greater Jakarta area.
2. The results of the questionnaire the majority of workers are now aware of the importance of exercise and they considered one of lifestyle in urban communities. Sports lover became one of our target markets in this business models.
3. In addition to adults in the business model we make also fitness for kids, so parents who want to make fitness can take their children to fitness.

Positioning:

The Fountain provides a fitness center with a different natural atmosphere with comfortable place and good services to the visitors so that they are not reluctant to exercise. Facilities and packages are presented with a good quality of course is also the mainstay of all, competitive prices, and presentation according to the customers' taste.

Competitive Factor:

The competitive factors that will be analyzed between the competitors are:

1. Location

We choose Bumi Serpong Damai (BSD) as the fountain location considering that BSD's prospect in the population growth and the city's development. Even though The Fountain located in BSD

and quite far from Jakarta we believe that The Fountain will also attract the customer from Jakarta.

2. Facilities
The other competitors have more facilities variation however the fountain will shine with its uniqueness.
3. Product and Service variety
The Fountain product and service basically are available on the other competitors, nature concept as our main value are the one that make the fountain unique.
4. Price
Our pricing strategy, we will always set prices below or above the competitor price with many advantages.
5. Environment
We are trying to set the environment as nature as possible.

Product & Service Development:

The Fountain presents a natural green theme in the Metropolitan Area with 2.304m² area. The Fountain facilities are as follows:

1. The Outdoor Activity Park
2. Main Facilities
Fitness center located at 3 locations in the area. In each area is equipped with the best quality fitness equipment, experienced personal trainer, convenience store and aquariums that provide a natural setting as distinct from our fitness center. Beside that we also have a swimming pool, sauna and spa facilities, and also a marketing office.
3. Parking Facility (640m²)
Parking area capacity is about 20 cars and 20 motorcycles. Parking area located outdoor considering that build a basement parking area are a lot more expensive (about 7 million per meter by survey).

Feasibility Study:

The feasibility study created based on some assumptions below:

- The calculation is assumed that our member would be 400 adult, 50 children and 5 companies.
- Food and Beverages profit are assumed 20% of the Food & Beverages revenue.

- The parking fees are only for non-member visitors, and will be charged started on the 2nd year.
- The rent of the land rent is 10% per year.
- The depreciation of the Building, Fitness equipment, Furniture and Office equipment is 20%.
- The Initial Fix Asset is calculated using Straight Line Depreciation.
- The interest rate of the debt is 11% per year with monthly instalment.
- The capital owners are the writers of this Thesis, which contains three of us. Each of the capital owners will receive 10% dividend starting on the 6th year.
- The debt will be paid monthly in 3 years.
- All furniture, equipment expenditure, fitness package, food and drinks prices are calculated based on the normal price that has been surveyed.
- The price of the product and service will be raised 20% each year.
- The Operating expense assumed to be increased 12% per year.
- Tax assumed 25% per year.

Table 2. Revenue generator comes from Fitness Activity:

Fitness	Qty/Members per month	Price Per Unit	Sales Per Month	2014	2015	2016	2017	2018	TOTAL
Adult	400	300,000	120,000,000	1,440,000,000	1,728,000,000	2,073,600,000	2,488,320,000	2,985,984,000	9,275,904,000
Children	50	150,000	7,500,000	90,000,000	108,000,000	129,600,000	155,520,000	186,624,000	579,744,000
Company Package	5	7,500,000	37,500,000	450,000,000	540,000,000	648,000,000	777,600,000	933,120,000	2,898,720,000
Total Fitness			165,000,000	1,980,000,000	2,376,000,000	2,851,200,000	3,421,440,000	4,105,728,000	12,754,368,000

Table 3. Other Income

Income	Revenue per Month	Profit/Month	Profit/Year	2014	2015	2016	2017	2018	TOTAL
Food & Beverages	40,000,000	8,000,000	96,000,000	96,000,000	115,200,000	138,240,000	165,888,000	199,065,600	714,393,600
Parking Area		2,000,000	24,000,000	0	24,000,000	28,800,000	34,560,000	41,472,000	128,832,000

Table 4. Rental Expense

	Price	#Metersquare	2014	2015	2016	2017	2018
Rent Land	350,000	2,304	806,400,000	887,040,000	975,744,000	1,073,318,400	1,180,650,240

Total Fixed Asset (Fitness equipment, Furniture, and Office Equipment) is IDR 708,445,500.

Table 5. Initial Investment

Description		2014 (First Month)
Building Development		1,783,300,000
Rental Building		806,400,000
Fixed Asset		708,445,500
		3,298,145,500
OPERATIONAL EXPENSE		
Marketing & Selling Expense		
Launching		100,000,000
Advertising & Promotion		
Magazine & Newspaper		1,000,000
Radio		15,000,000
Flying		1,000,000
Brochure		2,000,000
Entertainment / Representation		10,000,000
		129,000,000
G&A Expense		
Salaries and Wedges		48,000,000
Outsource		18,500,000
Repair and Maintenance		3,000,000
Park Maintenance Package		2,000,000
Electricity & water		10,000,000
transportation		500,000
Internet Connection		1,500,000
Office Houskeeping		2,000,000
		85,500,000
Total Operational Expense		214,500,000
TOTAL INITIAL EXPENSE		3,512,645,500
Initial Investment will be finance by:		
Personal Investment		2,012,645,500
Loan		1,500,000,000
TOTAL		3,512,645,500

Table 6. Operating Expense

	Cost /Month				TOTAL Year 2014
	Jan	Feb	Mar	April-Dec	
Marketing & Selling Expense					
Launching	100,000,000				100,000,000
Advertising & Promotion					
Magazine & Newspaper	1,000,000	1,000,000	1,000,000	9,000,000	12,000,000
Radio	15,000,000	-	-	-	15,000,000
Flying	1,000,000	500,000	500,000	4,500,000	6,500,000
Brochure	2,000,000	500,000	500,000	4,500,000	7,500,000
Entertainment / Representation	10,000,000	2,000,000	2,000,000	18,000,000	32,000,000
	129,000,000	4,000,000	4,000,000	36,000,000	173,000,000
G&A Expense					
Salaries and Wedges	48,000,000	48,000,000	48,000,000	432,000,000	576,000,000
Bartender	2,500,000	2,500,000	2,500,000	22,500,000	30,000,000
Fitness Instructure	15,000,000	15,000,000	15,000,000	135,000,000	180,000,000
Customer Service	2,000,000	2,000,000	2,000,000	18,000,000	24,000,000
Health Consultant	4,500,000	4,500,000	4,500,000	40,500,000	54,000,000
Marketing & Sales	7,000,000	7,000,000	7,000,000	63,000,000	84,000,000
Accounting & Finance	7,000,000	7,000,000	7,000,000	63,000,000	84,000,000
Park & Fitness Supervisor	4,000,000	4,000,000	4,000,000	36,000,000	48,000,000
General Manager	6,000,000	6,000,000	6,000,000	54,000,000	72,000,000
Outsource	18,500,000	18,500,000	18,500,000	166,500,000	222,000,000
Cleaning Service (7 orang)	10,500,000	10,500,000	10,500,000	94,500,000	126,000,000
Security (4 orang)	8,000,000	8,000,000	8,000,000	72,000,000	96,000,000
Office Supplies	-	500,000	500,000	4,500,000	5,500,000
Communications	-	1,000,000	1,000,000	9,000,000	11,000,000
Repair and Maintenance	3,000,000	3,000,000	3,000,000	27,000,000	36,000,000
Park Maintenance Package	2,000,000	2,000,000	2,000,000	18,000,000	24,000,000
Electricity & water	10,000,000	10,000,000	10,000,000	90,000,000	120,000,000
transportation	500,000	500,000	500,000	4,500,000	6,000,000
Internet Connection	800,000	800,000	800,000	7,200,000	9,600,000
Office Houskeeping	2,000,000	2,000,000	2,000,000	18,000,000	24,000,000
	84,800,000	86,300,000	86,300,000	776,700,000	1,034,100,000
Total Operational Expense	213,800,000	90,300,000	90,300,000	812,700,000	1,207,100,000

Table 7. Profit Loss

Description	2014	2015	2016	2017	2018	TOTAL
Revenue	1,980,000,000	2,376,000,000	2,851,200,000	3,421,440,000	4,105,728,000	14,734,368,000
Operating Expense	12% 1,207,100,000	1,351,952,000	1,514,186,240	1,695,888,589	1,899,395,219	7,668,522,048
Marketing & Selling Exp	173,000,000	193,760,000	217,011,200	243,052,544	272,218,849	1,099,042,593
GA Exp	1,034,100,000	1,158,192,000	1,297,175,040	1,452,836,045	1,627,176,370	6,569,479,455
Other Income/ Expense						
Interest Expense Loan	(50,416,667)	(55,000,000)	(55,000,000)	4,583,333		(155,833,333)
Food & Beverages	96,000,000	115,200,000	138,240,000	165,888,000	199,065,600	714,393,600
Parking Area	-	24,000,000	28,800,000	34,560,000	41,472,000	128,832,000
Earnings Before Tax	818,483,333	1,108,248,000	1,449,053,760	1,930,582,745	2,446,870,381	7,753,238,218
Tax	25%	25%	25%	25%	25%	
Income Tax	204,620,833	277,062,000	362,263,440	482,645,686	611,717,595	1,938,309,555
NET INCOME	613,862,500	831,186,000	1,086,790,320	1,447,937,058	1,835,152,785	5,814,928,664
Net Income as % of Revenue	31.00%	34.98%	38.12%	42.32%	44.70%	39.47%

Table 8. Balance Sheet

Description	2014	2015	2016	2017	2018
ASSETS					
Cash and Cash Equivalent	308,794,523	848,982,380	1,537,050,770	2,338,686,651	3,927,337,473
Fixed Asset	708,445,500	708,445,500	708,445,500	708,445,500	708,445,500
Accumulated Depreciation	(113,351,280)	(226,702,560)	(340,053,840)	(410,997,120)	(524,348,400)
Building Development	1,783,300,000	1,783,300,000	1,783,300,000	1,783,300,000	1,783,300,000
Accumulated amortization	(266,896,000)	(533,792,000)	(800,688,000)	(1,067,584,000)	(1,334,480,000)
Total Asset	2,420,292,743	2,580,233,320	2,888,054,430	3,351,851,031	4,560,254,573
LIABILITIES					
Loan	458,333,333	500,000,000	500,000,000	41,666,667	
EQUITY					
Capital Stock	2,012,645,500	2,012,645,500	2,012,645,500	2,012,645,500	2,012,645,500
Retained Earnings		613,862,500	1,445,048,500	2,531,838,820	3,979,775,878
Profit/Loss	613,862,500	831,186,000	1,086,790,320	1,447,937,058	1,835,152,785
	2,626,508,000	3,457,694,000	4,544,484,320	5,992,421,378	7,827,574,164
TOTAL LIABILITIES & EQUITY	3,084,841,333	3,957,694,000	5,044,484,320	6,034,088,045	7,827,574,164

Table 9. Cash Flow

Description	2014	2015	2016	2017	2018
Cash Flow from Operating Activities					
Receipt from Fitness Activity	1,980,000,000	2,376,000,000	2,851,200,000	3,421,440,000	4,105,728,000
Receipt From others	96,000,000	139,200,000	167,040,000	200,448,000	240,537,600
Director	(59,400,000)	(65,340,000)	(71,874,000)	(79,061,400)	(86,967,540)
Payment for ops cost	(1,207,100,000)	(1,351,952,000)	(1,514,186,240)	(1,695,888,589)	(1,899,395,219)
Net Cash Flow From Operating Activity	809,500,000	1,097,908,000	1,432,179,760	1,846,938,011	2,359,902,841
Cash Flow From Investing Activity					
Building Development	(1,783,300,000)				
Equipment & Design	(708,445,500)				
Net Cash Flow Use in Investing Activity	(2,491,745,500)				
Cash Flow From Financing Activity					
Share Capital	2,012,645,500				
Loans	1,500,000,000				
Loans Paid to Creditor	(508,750,000)	(555,000,000)	(555,000,000)	(46,250,000)	-
Net Cash Flow used in Financing Activities	3,003,895,500	(555,000,000)	(555,000,000)	(46,250,000)	-
Net Increase in Cash and Cash Equivalent	1,321,650,000	542,908,000	877,179,760	1,800,688,011	2,359,902,841
Cash & Cash Equivalents at the beginning of the years	0	1,321,650,000	1,864,558,000	2,741,737,760	4,542,425,771
Cash & Cash Equivalents at the end of the years	1,321,650,000	1,864,558,000	2,741,737,760	4,542,425,771	6,902,328,612

Table 10. Return of Investment

	2014	2015	2016	2017	2018	TOTAL	
Net Income	613,862,500	831,186,000	1,086,790,320	1,447,937,058	1,835,152,785	5,814,928,664	
Total Capital Investment	3,512,645,500	3,512,645,500	3,512,645,500	3,512,645,500	3,512,645,500	3,512,645,500	
ROI	=	$\frac{\text{Net Income}}{\text{Investment}}$		=	$\frac{5,814,928,663.81}{3,512,645,500.00}$	=	165.54%

Table 11. Payback Period

	2014	2015	2016	2017	2018	TOTAL
PAYBACK PERIODE						
Net Income Cash Flow From						
Operating Activities	809,500,000	1,097,908,000	1,432,179,760	1,846,938,011	2,359,902,841	7,546,428,612
Cummulative	809,500,000	1,907,408,000	3,339,587,760	5,186,525,771	7,546,428,612	

The last year of the project is limited to 5 years; the initial investment required in the making of this effort is IDR 3.5 billion. And last year cash flow is still not met in year 3. Thus the calculation is

Payback Period

$$= 3 + \frac{Rp\ 3.512.645.500 - Rp\ 3.339.587.760}{Rp\ 7.546.428.612 - Rp\ 3.339.587.760} \times 1\ year$$

$$\text{Payback Period} = 3 + (0.09 \times 1\ year)$$

$$\text{Payback Period} = 3\ years\ 1\ months\ 3\ day \approx 3\ years\ 1\ months$$

Then the time required in an effort to overturn the capital is 3 years and 1 month. Payback period is less than qualified, so the company's investment proposals can be received

Business Model Limitation:

This business model should be limited on certain point to avoid a broad coverage on this thesis. Some limitation that not included on this business is:

- Limited information on architectural issues. Since none of the writers are graduated from architecture major, some building technique/issues might not be investigated further.

- The tool that being used to create the 3D animation could be sufficient of data and has some limitation on the feature.

CONCLUSION AND SUGESSTION

According the thesis above, we can conclude that:

1. The Fountain Fitness Park goal is to provide uniqueness, excitement and innovation to consumers through high quality products and services at affordable prices
2. Market segmentation the fountain:

Segmentation	Category
Age	Children: 5-12 Years Old. Adult: 25 - 50 Years Old
Geographic	JABODETABEK
Social Status	Middle and up
Lifestyle	Sport Lover
Media User	Internet, email

3. Target Market the fountain is residence in western Jakarta. With the prices offered by the present, it is not hard to attract the attention of buyers in the Greater Jakarta area.
4. The Fountain factor are the location which near residence activity, uniqueness facility, competitive price and nature environment.
5. The Fountain presents a natural green theme in the Metropolitan Area with 2.304m² area. The Fountain facilities are Outdoor Activity Park facilities (Jogging Track, Kids Zone, and Nature Park), Fitness center, and other facilities.
6. The fountain revenue generator comes from Fitness activity and other income from food beverages and parking area. And initial investment IDR 3.5 Billion.
7. The time required in an effort to overturn the capital is 3 years and 1 month. Payback period is less than qualified, so the company's investment proposals can be received.

Future Areas for Future Research:

1. Buy the Land

The basic idea of renting the land is to reduce the risk since the product that we create is a new concept. There is a possibility on the future to buy the land after the business goes stable.

2. Opening Branch

We are confident that this business will succeed hence Opening a Branch become our next target. The Branch will be located on a strategic location near / inside a metropolitan city. Other than Jakarta, we have another option like Surabaya and Bandung.

3. Expanding the Business Competencies

Expanding the Business Core Competencies should be a good idea for the future. We start with Fitness Park and we could expand the competencies to become nature entertainment centre. Embedding a restaurant and ballroom might turn to accelerate the business; however this idea was not developed from the beginning considering our focus with a new business.

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