

## **CHAPTER 5**

### **CONCLUSION**

The proposed business plan designed to increase the learning and reviewing subject effectiveness by elementary students and their parents. Promoted and positioned as Holistic Online Learning Platform for Elementary Students Utilizing Cambridge and Diknas Curriculum, GenieKids brings Fun to Learn by utilizing technology. As time progresses, GenieKids set several of strategy related to the service quality, business expansion, brand awareness, and new revenue streams

The number of students utilizing GenieKids Learning Management system will increase dramatically over the years. Current time, students facing challenges in quality, price and distance. However, by applying e-learning platform, implement Pedagogy Content Knowledge (PCK) theory and used Cambridge & Diknas Curriculum, we will find that GenieKids can fulfill the market expectation. It is important to acquire talented resources, efficient timeline, aggressive marketing activities and financial management. Otherwise, the GenieKids cannot be sustained in the long time.

It is estimated that 1,684 students will be GenieKids user and these figures are growing at an amazing number. GenieKids offline and online promotion campaign also free trial program is designed to target students and parents who are looking for the better quality of learning and reviewing system. This entity will provide GenieKids the power to generate significant revenue which can reach IDR 6.3 billion on the 5<sup>th</sup> year. Comparing with the potential

revenue as much as IDR 200 billion, we can find there are big opportunity for GenieKids to expand in the next few years.

We have the technology, passion, skills and experience to achieve and surpass the sales forecast. However GenieKids project valued at IDR 2.5 billion is needed to purchase the initial capital equipment and to initiate organization strategies. As indicated in the forecasted financial statement and project attractiveness, the payback period is 3<sup>rd</sup> year and 7<sup>th</sup> month at an interest rate of 22.35%.