

TABLE OF CONTENTS

Descriptions	Page
CHAPTER I INTRODUCTION	
1.1. Objective of the Study	1
1.1.1. Problem Statement	
1.2. Background	1
1.3. Limitation of the Study	2
1.4. Plan of the Study	3
CHAPTER II THEORETICAL FRAMEWORKS	
2.1. Strategic Consideration	5
2.1.1. Strategic Advantage Profile	5
2.1.2. International Strategy Variations.	6
2.1.3. Environment Factors	7
2.2. Marketing	8
2.3. Financing	11
2.3.1. Liquidity	12
2.3.2. Leverage	13
2.3.3. Activity	14
CHAPTER III ANALYSIS OF STRATEGIC ADVANTAGES	
3.1. Industry Environment	19
3.1.1. Economic Overview	19
3.1.2. Prospect Business Hotel in Indonesia	29
3.1.3. Environmental Analysis	31

3.2.	General and Organization Aspect	35
3.2.1.	The Company Objective	35
3.2.2.	The Capital Structure	35
3.2.3.	The Financial Position of the Co..	36
3.2.4.	The Organization Structure of the Hotel Management	37
3.3.	Technical Aspect	38
3.3.1.	Project Location	38
3.3.2.	The Building Design	39
3.3.3.	Concept and Structure of the Bldg.	40
3.3.4.	The Mechanical and Electrical Util.	42
3.3.5.	Purchased of the materials and .. Spare Parts	44
3.4.	Social and Economic Aspect	47
3.4.1.	Social Aspect	47
3.4.2.	Economic Aspect	48

CHAPTER IV MARKETING AND FINANCIAL ANALYSIS

4.1.	Marketing Aspect	52
4.1.1.	Overview	52
4.1.2.	Potency Of Hotel Market in ... Surabaya and Roundabout	55
4.1.3.	Analysis of Marketing Project	64
4.1.4.	Target Market	71
4.1.5.	Opportunity and Challenge of the Project	71
4.2.	Financial Aspect	75
4.2.1.	Cost of Project	75
4.2.2.	Profitability	80
4.2.3.	Cash Flow Projection	80
4.2.4.	Financial Position	80
4.2.5.	Ability to Pay of the Bank Loan ..	82
4.2.6.	Feasibility Analysis	83

CHAPTER V CONCLUSIONS & RECOMMENDATION

85

LIST OF APPENDIXES

Projected Balance Sheet	A - 1
Projected Income Statement	A - 2
Break Even Point (BEP)	B - 1
Internal Rate of Return (IRR)	B - 2
Net Present Value (NPV)	B - 3
Payback Period	B - 4
Assumption of Financial Projection	B - 5
Hotel Business News	C - 1
Bibliography	D - 1