

PT HOTEL PEMBANGUNAN INDONESIA

# GOLDEN OPPORTUNITY

HOTEL OWNERSHIP PROGRAM

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*KUTA - BALI*

*THE ISLAND OF PARADISE*

**SalakHospitality**

Hotel Operator and Management Service



01

Hotel Ownership Programs

# Golden Opportunity Project of Hotel Salak The Heritage Group.





02

## Hotel Ownership Program

# Hotel Salak The Heritage Groups.

- Hotel Salak The Heritage Group cooperating with banks and financial institutions has great access to find the best 4 star and 5 star meeting hotels in Bali with very low price.
- Big Meeting Hotels in Bali have very low risk as the sources of income come from 2 sources; international tourists and meeting or MICE customers
- The hotel prices will soon increase minimum doubled, could be triple when the pandemic ends which is not too long from now.



03

## Hotel Ownership Program

# Hotel Salak The Heritage Groups.

- Hotel take over project must be done now before the hotel prices will go back to the normal price.
- Hotel Salak The Heritage which have excellent achievement in operating big meeting hotels, will increase the hotel's value even higher.
- Hotel Salak The Heritage now have 1 best hotel prospect in Bali for the takeover project.

04

## The Strength of **Hotel Salak The Heritage Group.**

- Always on the top 5 rank on occupancy rate among big hotels in Bogor and surrounding.
- Affiliated with the biggest hospitality school in Bogor, Sekolah Tinggi Pariwisata Bogor
- Has more than 20 years experience operating heritage and other modern hotels
- Has international values based on common sense.



05

# Hotel Image





06

Hotel Ownership Program

## DATA

- Land Area : 3.630 m<sup>2</sup> (SHM)
- Building Area : 11.966 m<sup>2</sup>  
(approx.)
- IMB : 2011
- No. of Floor : 5 floor



07

Hotel Ownership Program

# ROOM

Total Room : 170 Rooms.

- Superior Room : 153 units, (Room size 25 m<sup>2</sup>).
- Suite Room : 4 units (Room size 73 m<sup>2</sup>).
- Deluxe Executive Room : 4 units, (Room size 37 m<sup>2</sup>).

08

# ROOM IMAGE





# OTHER FACILITIES

- 1 Restaurant (Roots Restaurant).
- 1 Bar Lounge (Harvest Lounge).
- 1 Fitness Center & Spa.
- 4 Meeting Room.
- 1 Ballroom (Capacity up to 400 pax).
- Outdoor Swimming pool.
- Business Center.

10

# CAFE & BALLROOM



11

# POOL & LOUNGE



# UTILITIES

- 3 pcs Elevator
- Electrical Generator
- WiFi
- Parking Lot



# Golden Opportunity for INVESTOR

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- Investor can join Hotel Salak The Heritage in big meeting hotel take over project
- Investor can use the take over hotel as future opportunity for training and work place.
- Some of the profit can be used to sponsor HR development or training of Investor.
- Bali is the best international tourist destination so the hotel can be symbol of Diaspora Investor.

# Investment Units from Hotel Salak The Heritage have 4 types :

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- Silver = USD \$ 1,000 per unit.
- Gold = USD \$ 10,000 per unit.
- Platinum = USD \$ 50,000 per unit.
- Diamond = USD \$ 100,000 per unit.

# Investment Important References

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- IRR estimate from 19% until 25%.
- Payback Period 3 - 6 years .
- The first payment time estimate to investors: First Week of July 2023.
- Profit / Dividend distribution: 80% from the total Profit.
- The remaining of 20% is used for the business development.

# Investment Important References

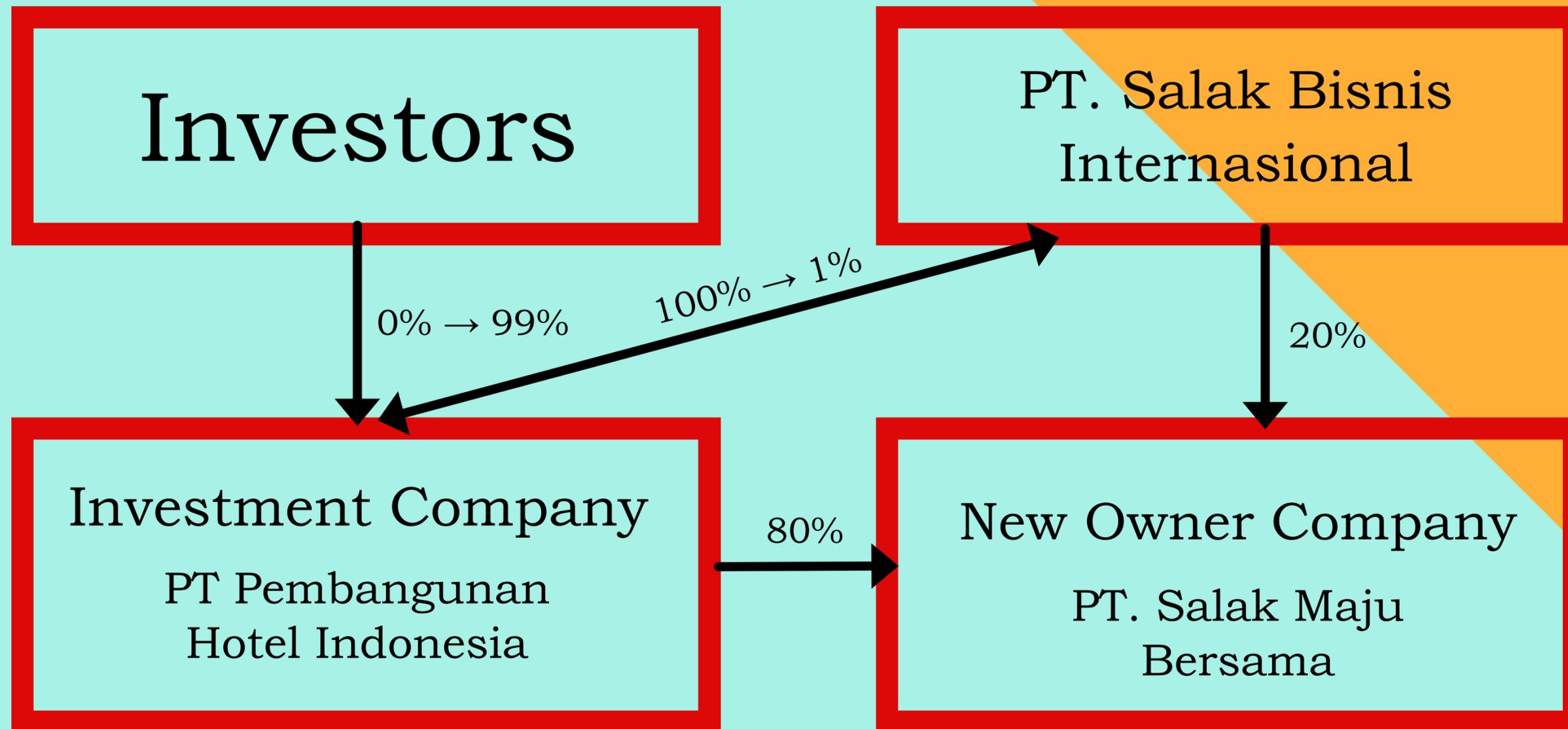
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Payment schedule to Investors :

- First Week of July : Profit Sharing
- First Week of April (the following year) : Dividend



# Investment Structure



# PUBLIC INVESTMENT SCHEME

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- Ownership system is share on PT. Pembangunan Hotel Indonesia (PT. PHI).
- Total PT. PHI share is 80% (Rp. 320 Bio / US\$ 22.857.150) from total hotel project development.
- PT. PHI total no. of share unit are 2.286 pcs (@ US\$ 10.000,00).
- PT. SBI share is 20% (Rp. 80 Bio / US\$ 5.714.300).
- All share put in PT. Salak Maju Bersama (PT. SMB) about Rp. 400 Bio / US\$ 28.571.450 as 100% share ownership of the Hotel.
- Unit investment converted to PT. SMB share.

Note : Assumption US\$1.00 = Rp. 14.000,00

# PRICE

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- Total Take over Project Dev Price : Rp. 400 Bio
  - Property Price & Development : Rp. 370 Bio
  - Project Mgm & Others Cost : Rp. 5 Bio
  - Commissioning, Pre Ops : Rp.15 Bio
  - Working Capital : Rp.10 Bio

# DIAMOND SHAREHOLDER BENEFIT

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- Profit sharing every year in July
- Annual Dividend of share ownership every April
- Salak Hospitality Diamond Privilege Card
- Free stay program, 20 point per year  
(1 Point Weekday - 2 Point Weekend - 3 Point Holiday)
- 50% Room Discount
- Monthly financial report
- Annual audit report
- Drop & Pick Up Service
- Free city tour 1x per year

# PLATINUM SHAREHOLDER BENEFIT

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- Profit sharing every year in July
- Annual Devidend of share ownership every April
- Salak Hospitality Platinum Privilege Card
- Free stay program, 10 point per year  
(1 Point Weekday - 2 Point Weekend - 3 Point Holiday)
- 50% Room Discount
- 10% F&B product
- Monthly financial report
- Annual audit report
- Drop & Pick Up Service
- Free city tour 1x per year

# GOLD SHAREHOLDER BENEFIT

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- Profit sharing every year in July
- Annual Dividend of share ownership every April
- Salak Hospitality Gold Privilege Card
- Free stay program, 2 point per year  
(1 Point Weekday - 2 Point Weekend - 3 Point Holiday)
- 50% Room Discount
- 10% F&B product
- Monthly financial report
- Annual audit report

# SILVER SHAREHOLDER BENEFIT

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- Profit sharing every year in July
- Annual Dividend of share ownership every April
- Salak Hospitality Silver Privilege Card
- 50% Room Discount
- 10% F&B product
- Monthly financial report
- Annual audit report

# OTHER BENEFIT

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- Point Referral System for marketing & member get member
  - Silver 3 Point.
  - Gold 30 Point.
  - Platinum 300 Point.
  - Diamond 600 Point.
- Point converted to cash of US\$ 10.00 / 1 point
- Cash convert will be done after the building take over

# FINANCIAL PERFORMANCE

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## Mostlikely Financial Performance

- IRR : 19.17% - 25.41 %
- NPV : 335.371,85 Bio
- Payback Period : 426.505,25 Bio (3 years)
- Property value increase : 3% per year
- Room Rate : Rp. 1.000.000,00 / night
- Occupancy Rate : 60% - 70%



Thank You