



TABLE OF CONTENTS

Cover Page	i
Authorization Page.....	ii
Statement of Authenticity	iii
Acknowledgement.....	iv
Table of Contents	vi
List of Tables.....	xi
List of Figures	xiii
List of Appendices	xv
Abstract	xvi
Abstrak	xvii
CHAPTER 1: INTRODUCTION.....	1
1.1 Business External Forces Analysis.....	1
1.2 Business Internal Forces Analysis	6
1.3 Problem Statement.....	8
1.4 Research Objective	9
1.5 Research Contributions.....	10
1.6 Systematic of Writing.....	10



CHAPTER 2: LITERATURE REVIEW	11
2.1 Obesity.....	11
2.2 Long-Term Weight-Loss / Weight-Maintenance	12
2.3 Weight-Loss Camp	13
2.3.1 Types of Weight-Loss Camp.....	14
2.3.2 Studies on Weight-Loss Camp	15
2.4 PESTLE as A Tool for Macro-Environment Analysis.....	16
2.5 Porter’s Five Forces Model for Industry Analysis	18
2.5.1 Industry Rivalry	19
2.5.2 Buyer Bargaining Power	20
2.5.3 Supplier Bargaining Power.....	20
2.5.4 Threat of New Entrants.....	21
2.5.5 Threat of Substitutes	21
2.6 SWOT Analysis.....	21
2.7 The Empathy Map	22
2.8 Business Model and Business Model Canvas	25
2.8.1 Key Partners (KP).....	27
2.8.2 Key Activities (KA).....	29
2.8.3 Key Resources (KR)	30
2.8.4 Cost Structure (C\$).....	31
2.8.5 Value Propositions (VP).....	33
2.8.6 Customer Relationship (CR)	36
2.8.7 Channels (CH)	38



2.8.8	Customer Segments (CS).....	39
2.8.9	Revenue Streams (R\$).....	41
2.9	Business Plan.....	43
2.9.1	Organizational Plan.....	44
2.9.2	Operations Plan.....	45
2.9.3	Marketing Plan.....	45
2.9.4	Financial Plan.....	46
2.9.5	Risk Assessments.....	49
2.9.6	Exit Strategy.....	49
CHAPTER 3: RESEARCH METHODOLOGY		51
3.1	Method.....	51
3.2	Level of Analysis.....	51
3.3	Sources of Data and Data Collection Methods.....	51
3.4	Data Analysis and Interpretation.....	72
CHAPTER 4: STRATEGY AND PLAN		74
4.1	Mission and Vision.....	74
4.1.1	Business Mission.....	74
4.1.2	Business Vision.....	74
4.2	Situation Analysis.....	75
4.2.1	Macro-Environment Analysis Through PESTLE.....	75
4.2.1.1	Politics and Legal Aspect.....	75
4.2.1.2	Economy Aspect.....	78



4.2.1.3	Sociocultural Aspect	80
4.2.1.4	Technological Aspect.....	83
4.2.1.5	Environmental Aspect.....	84
4.2.2	Industry Analysis Through Porter’s Five Forces Model	85
4.2.3	SWOT Analysis	89
4.3	Customers Empathy Map	94
4.4	Development of Business Model Canvas Based on Collected Data	96
4.4.1	Key Partners (KP).....	97
4.4.2	Key Activities (KA).....	97
4.4.3	Key Resources (KR).....	98
4.4.4	Cost Structure (C\$).....	99
4.4.5	Value Propositions (VP).....	99
4.4.6	Customer Relationship (CR)	101
4.4.7	Channels (CH)	101
4.4.8	Customer Segments (CS).....	102
4.4.9	Revenue Streams (R\$)	102
4.5	Development of Business Plan.....	102
4.5.1	Organizational Plan	102
4.5.2	Operations Plan.....	109
4.5.3	Marketing Plan	115
4.5.4	Financial Plan	122
4.5.5	Risk Assessments	132
4.5.6	Exit Strategy	134



CHAPTER 5: IMPLEMENTATION PLAN.....	135
5.1 Timeline and Activities	135
5.2 Person-in-Charge	137
5.3 Performance Measurement	137
BIBLIOGRAPHY	139
APPENDICES	146