

Executive Summary

The consumption on vacation and recreation among Indonesians is increasing at an average of 4% a year in the next 10 years. This projection is supported with the constant growth of middle and upper middle class until 2030. These factors lead to the increasing demand for entertainment and recreational destinations, especially the ones located in the downtown area as options of weekends and short holidays.

On the other hand, the growth of middle and upper middle class in the society drives businesses to increase their advertising budgets. This includes opting *out of home* advertisements in form of sponsorship, event, and billboards. The existing data, analysis, and projections shows that there is a need for recreation destination that needs to be fulfilled while also giving businesses media to promote their products through sponsorship.

PT RVANG KREASI aims to answer the need by running an interactive thematic exhibition located in the downtown area. The exhibition will run all year long with each season lasts for 3 months, and 4 seasons held each year. First exhibition will be held in Senayan City Jakarta, followed with branches in Surabaya and Makassar. The locations were chosen since they offer easy access and are relevant to the company's target customers (visitors) which are described as "experiencers."

As an entertainment alternatives primarily targeting "experiencers," RVANG emphasizes on *customer experience*. Align with this, RVANG uses *differentiation* as the company's strategy. With this in mind, the authenticity and interaction offered to visitors become RVANG's competitive advantage.

Under *most likely* condition, the projected payback period of the business will be 1.9 year. Besides, the company's NPV will be Rp8,186,321,615, which is above 0. Meanwhile, the company's IRR is 63%. The figures show that the business is feasible.