

EXECUTIVE SUMMARY

Digital era has revolutionized the gaming industry since at least a decade ago. Game consoles and PC (Personal Computer) technology evolution has brought a major changes in the word “play” today. Miniaturization technology, in the other hand has brought handheld devices to another level, the family entertainment in your hand. These devices such as tablet computers (branded as Apple iPad™, Samsung Galaxy Tab™, etc), and smartphones are capable in bringing home entertainment to a new age. Based on recent surveys, these devices has penetrated deep to the market in a wide ranges. These phenomenon changegaming/playing behavior of the entire society (especially urban society which has the highest exposure). Urban kids nowadays prefer to play digital games than the traditional, due to the lack of space (availability) and the ease of access to these kind of games (the devices are getting cheaper and more affordable). Digital games such as Angry Birds™, Mario Kart™, Counter Strike™ have a high awareness level among these kids.

These changing trends is quite inevitable, although it has some negative psychological impacts on the kids. Impacts may vary on each cases such as lack of social interactivity with their social life (friends) and parents (family). Based on these causes, PT Horizon Digitama Mulia came with an idea. Digiville, a 5.4 Ha of theme park in Jakarta’s suburban area which games are developed based on popular digital games. Digiville brings digital games to real-life games in order to deliver fun, experiential and family-relationship building. Games are designed into rides which divided to several zones, indoors and outdoors. Most of these games require physical actions and social interactivities between the players.

Digiville’s marketing campaign has several objectives which are to increase the awareness among visitor and create tight bonds between the company and the target

market. With entry fee differentiated between parents and children, Digiville aimed the less price sensitive family from middle economy class segment, which are having kids between 6 to 12 years old. Digiville is an amusement park inspired by digital form of entertainment, comprising rides that offer team work spirits and parent-children activities. The marketing campaign for Digiville will involve advertising using mass media, sales promotion and public relation activities. Our targets for the number of visitors in the first year are 800.000 people with ROS 9% to 59.81% within 10 years.

Visitors will be given Digicard and RFID bracelets during their activities in the park. RFID will be used on every transactions occurred in the park, most importantly to Digiville's queueing and points collecting system. Digicards are used personally by visitors in points accumulation using Digi Checkpoints to get several perks on Digishop. PT Horizon Digitama Mulia prioritize service excellence in serving visitors. This also implies to company's capacity planning. Digiville is designed to serve up to 18.000 visitors (6300 visitors in optimum number) on the first operational year, and keep increasing through the following years in order to keep the service level.

PT Horizon Digitama Mulia Human Resources will become a vital part, in order to deliver superior services, innovative gameplay and unforgettable experience for our visitors. The human resources department will provide high quality employee with good interpersonal skill, and in return the company will offer a great compensational package, training program and a fun working environment.

The finance objective of the company is to ensure the business' sustainability financially by doing operation, investment, and financing activities. The business needs Rp. 190 billions of initial investment and a 5.4 hectoare land that will be fulfilled by 3 kind of investors: founders (Rp. 15 billions), venture capital (Rp. 175 billions), sponsor who will provide the land (Rp. 91.8 billions), with 17.36 % of average cost of equity.

The feasibility analysis showing a positive Rp. 608.7 billions of NPV, with 4.4 years of discounted payback period, and IRR 41.8 % in most-likely scenario, which means this is a feasible business to be realized.

