

Executive Summary

Indonesia is in the midst of actively developing its creative industry to catch up with other countries in the South East Asia region. Experience in Europe and America reveals that as the economy of a country improves, the creative industry in that country develops. The growth rate of the creative industry in those countries are often higher than the growth rate of their national economies.

Therefore, the consumers of the creative industry is a market that continues to grow. As an effort to stay even with other countries in the region, the Indonesian government established the year 2009 as the “Year of the Creative Industry,” which meant opportunities for this sector of business promises to flourish. The future seems even brighter with the ample supply of creative human resources in Indonesia.

One field of the creative industry which has developed rapidly in Indonesia in the last few years, is visual communications. This field overlaps with several subsectors of the creative industry, especially advertising. The advertising subsector is also a main potential market for the industry of visual communications. This potential in advertising industry is large and continues to grow on a national as well as global level.

In this business plan, the visual communications industry will be the main topic of discussion, and limited to to the industry of visual communications using the construction medium, such as billboard, digital billboards, hologram, and visual projection. In the highly competitive landscape, visual projection becomes a new alternative to the conventional way of advertising and promotions within the industry of visual communications.

Observing the many opportunities in this area, the business plan for the establishment of PT Moonlight Visual Projection (MVP) was created. The visual communication products and services that will be produced is specifically using visual projections. Using a newer approach to communicate visually which is more innovative and attractive, it is hoped that advertising and promotions done in this way will create greater customer awareness level and customer engagement.

The generic strategy for MVP is focus differentiation. This means that the company continuously places efforts into creating differentiation for its products and services and focusses on a specific market segment or segments. Related to this, MVP targets the business market or B-B. The main targets are those companies located in the Jabodetabek area which have promotional or advertising budget above 10 billion rupiah per annum. These companies are also companies which are interested in new and innovative ways to conduct promotions and advertising.

In the operations, MVP puts primary importance to the high quality of its visual projection products and services. To achieve this, the company’s operational strategy is aimed at ensuring the creative process of the creation of the visual projection products and services is sound and as an end result creates the latest and most innovative contents. This is supported by technology, equipment and capable human resources (creative team).

Consequently, the human resource management is directed towards sourcing and development of the best talents in the creative industry. The recruitment process for employees, especially for the creative team, will be done at appropriate labor markets. On-going and sustainable training and development will also be implemented to ensure the highest quality visual projection products and services are created.

In conducting the investment evaluation of this business plan, several methods are used, which are NPV (Net Present Value), IRR (Internal Rate of Return), Payback Period and Discounted Payback Period. With an investment of Rp 9.8 billion in 5 five years time, in the Most Likely scenario the shareholder's value is Rp 2.46 billion with a positive NVP of Rp 5.5 billion, IRR of 34%(with cost of capital of 12.1%), payback period 3 years and 6 months , discounted payback period of 3 years and 11 months. Based on this analysis, the MVP business can be developed.

