

## EXECUTIVE SUMMARY

Entertainment has always been an essential part of human lives. Although entertainment is not a primary need, it is something that people seek every now and then. With the various options available in the market, there is a demand for a type of recreation that appeals to the public and offers an experience that is different to existing alternatives. This potential is evident through the emergence of a kind of entertainment, namely immersive entertainment. While there is a constant demand for such entertainment, most companies offer such experiences as a one-time event. With a growing market in the movie industry as well, IVIE sees this as an opportunity to offer the public an immersive experience entertainment with movie themes. Not only does this allow IVIE to exist in the long term by having various themes, but this also offers the public a new kind of entertainment that is exciting as well as intriguing.

IVIE utilizes new technologies, creative design, and immersive storytelling to bring to customers a new immersive experience that would fulfill their emotional needs and make them a part of a movie narration. Combining augmented reality technologies, video mapping, 3-dimensional audio, and physical features, IVIE creates an immersive world where visitors can enter and take part in various interactions. By targeting the movie lovers segment, IVIE have the option of various movie themes to bring to market for each period. This gives the opportunity for past visitors to revisit IVIE with a different theme.

The investment needed to cover capital expenditures and initial operating expenses amounts to about 45 billion Rupiah. With the most likely scenario, the payback period for the investment is projected to be 5th year. With an NPV of 88.2 billion Rupiah, an internal rate of return of 18%, as well as a profitability index of 2.96, IVIE is a potential and feasible business to run.