

## EXECUTIVE SUMMARY

The Creative Stage is a company that acts as a platform that connects final-year students and fresh graduates majoring in Visual Communication Design within the early stages of starting a career with practitioners in the field due to the lack of self-preparation and portfolios they owned. The Creative Stage is in the form of a Limited Liability Company / *Perseroan Terbatas* (PT) which is located on East Boulevard BSD Street, Kec. Serpong, Kota Tangerang Selatan, the company has up to 32 employees in various divisions so that it is classified as a medium industry.

The Creative Stage platform provides a paid program consisting of a course package with experts and membership in a community-based platform. All course participants will automatically become members with access to creative work projects and events. The Creative Stage holds the best instructors in their fields and facilitates maximum connection activities between mentors and participants. Also provide experience from experts on portfolios in conditions as close as possible to the professional field industry.

The Creative Stage employs a differentiation focus competitive strategy. This strategy is due to the reach that will be achieved by The Creative Stage's target market. By focusing on targeting final-year students and fresh graduates, The Creative Stage can be a differentiator from similar businesses in the creative industry because other businesses tend to target people who enjoy the creative industry. Activities carried out to introduce our products to final semester students and fresh graduates can be started with activities which are socialized to candidates from an educational institution in the creative field which is carried out regularly every year. So that it will build trust and the need for final-year students and fresh graduates majoring in design. By following the course activities that we organize, it is hoped that participants who have completed can get projects directly from the industry to be able to work in related industries.

Based on concept testing theory by Karl Ulrich and Steven D. Eppinger, our platform could reach demand of 4.018 by the end of first year. With a price of Rp. 2.500.000,- per course, the projected sales of The Creative Stage with demand analysis can reach Rp10.166.046.000,- within one year. The initial investment for this business is Rp 6.850.000.000,-. The first year accumulated net profit is expected to reach Rp 1.257.648.942,- and is expected to reach accumulated net profit of Rp 21.719.648.528,- by the end of the fifth year with the average sales growth of 12,6%. The payback period is projected to be reached in 3 years and 3 Months, with a positive Net Profit Value of Rp. 709.384.753,- The company is projected to generate an IRR value of 20,55%, PI 1,81 and ROE of 33,78% at the end of year 5.