

BUSSINESS PLAN PT. DISTRIBUSI MUSIK INDONESIA (DMI)

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ABSTRACT

This tesis is made to formulate a business plan of PT. Distribusi Musik Indonesia (DMI). In order to know about the prospect of business and the strategies used, therefore the discussion in the research include analysis of company, industry and competitive analysis, environmental analysis, marketing planning, human resource planning, operational planning and financial planning. The purpose of this research is to formulate a business plan PT.DMI from internal and external aspects. Results of the study showed that the business still attractive for investors and has a rapid growth strategy and careful planning are to be realized.

Keywords: Business plan, Marketing, Human resources, Operations, and Finance

INTRODUCTION

Currently music has become a medium to deliver the message that contains a voice form a thought, idea, hearts and feelings to the audience. Music is also capable of a revealing expression and media containers to unite many societies, both among the bottom up to the elite / top. The music world also knows no boundaries of age, race and so on. Music can be enjoyed by everyone so the music developed following the human mindset. It is unfortunate if there are still some people who do not understand music with both of his art.

Musical hobby can be a variety of professions such as becoming an artist, teacher, sound engineer, the manager of the company or a studio recording, artist manager, to the distribution of music. Lack of understanding the process of making good music can cause a lack in respect of a piece of music, for example, just piracy song that currently there is no stopping. Artists finally become lazy to make a good work because of piracy which is great. When compared with antiquity, lively music or appreciation of a work of art of music is higher than at present. This is evidenced by the many concert performances are packaged free music that makes people increasingly less appreciate the value of the art of music. Not to mention the television media that is currently lacking to support the advancement of music in Indonesia, the television media over the interests of the financial rating for the exploration of the efficiency of the production cost.

In the era of the 1990s was the golden era of Indonesian music with the advent of musicians that are very popular and frequently appeared on television. Call it Ahmad Dhani, Rossa, 19 Dewa,

Peterpan, Slank, Boomerang, Jamrud and others. This is due to the 1990s support for music and musicians Indonesia is still high. But at the moment the consistency of the Indonesian music greatly reduced. For instance if during primetime hours (time in which many people do activities at home and watching television at 6pm until 9pm) a lot of media such as television featuring comedy Extravaganza, YKS, Opera Van Java and Ini Talk show, where the event is more focused on entertainment and less allow time for the musicians to express themselves and display their musical works. So that domestic consumption of music has declined.

Currently music show aired on television stations while non-primetime hours or a time where people are still doing work activities. The event is "Dahsyat" and "Inbox", which has been successfully able to give birth to new musicians and invite musicians who have been popular at the time. The event also provides knowledge of music to the audience with music chat to guest star. But with the passage of time this event began declining quality packed into a Reality Show to explore personal issues Host of the event and the role of musicians who are just as complementary seasonings that this event is not too away from the content of the show. Even for new musicians who want to perform in the promotion of the event must spend a large amount of costs that are not included in the waiting list. This closes the musicians and artists the opportunity to showcase his work to the public. So that musicians are supposed to be popular and his songs can be sold either to the public are becoming increasingly lost and declining sales of the song in the music stores.

Not to mention the existence of competition for singers like Indonesian Idol, Rising Star and The Voice is broadcast by a television station during primetime and use duration to ber months until the event is over. If viewed from the positive side is nice and good to look for new talent from areas not yet well known, but they are still showing other people's songs sung over and after the event is over. Thus the participants have to start from scratch to create your own songs and do promotions like a new artist, who never appears on television or the public in general.

Indonesian music is actually not less good with foreign music. Based on viewers from youtube, the number of spectators to Indonesian songs from different genres or different streams have average 24.61562 million viewers. Certainly the numbers are not small numbers but through the quality of good music and a great time while releasing the song. This further reinforces that the musician, artist and singer Indonesia have good quality.

Artists and Musicians Indonesia is still very popular, of course, by means of a fan or a fan of idol respectively. Musicians who have the most fans or idol that Iwan Fals with 6,844,146 fans and the second largest is Slank with 6,769,608 fans. The data is taken from the number of fans of the idol that is provided by facebook is fanspage. Fanspage itself is a container that is provided by facebook to gather fans or fans in order to convey certain information related to the owner fanspage. Of the 10 most fanspage Indonesian artist obtained an average of about 5,293,940 fans.

If seen from the potential market for music, album sales evidence some great musicians Indonesia, Peterpan (album: Bintang Di Surga) in 2004 has sold 2.7 million copies, and if you look at the ancient Indonesian musical moment resonates in 1995 has sold album Sandiwara Cinta of a famous singer Nike Ardilla 5 million copies, and in 2010 the album Hypnotise of singer Indah Dewi Pertiwi also has sold 2 million copies. From these data can be declared music market in Indonesia is still there and not few in number.

But along with the development of technology, physical sales of music began to be abandoned since the presence of the Internet and digital music forms. The development of the Internet in Indonesia increasingly developed and developing. APJII (Indonesian Internet Service Provider

Association) explained that every year is always an increase in the number of internet users in Indonesia, ranging from the smallest 1998 until today in 2012, which reached 63 million internet users in Indonesia has even projected by APJII that in 2015 will reach 139 million Indonesian internet users. Thus, the Internet is one of the media to increase revenue and profit. If connected with the music industry today, it is very different since the discovery of music in digital format (MP3) with small data sizes, the use of the Internet was also cause a drop in physical sales such as Compact Discs (CDs) and cassettes.

Sales of digital-based music downloaded (purchased) is already familiar among people in Indonesia such as Amazon, iTunes is an online digital music store in the world. However, it seems the people of Indonesia are still not accustomed to buying music online. This is because the credit card payment system which is bounded ages and still the level of criminality in the world of credit cards. In addition, the price also affects the purchasing decisions of music for the people of Indonesia. If the sample taken is iTunes, the price of one song that we have to pay for Rp.7000 per song it is still considered too expensive and uneconomical if it had to pay with a credit card. Not to mention after the song is purchased, free to be copied to other devices or gadgets player so uncontrolled that there is piracy of copyrighted works on multiply the song.

In addition there is also a system purchased subscription system is to pay the rent per month and can listen to all the songs contained in the library the music store with a streaming system, which is listening to a song without having to own the song. These systems rely on the Internet network 3G/4G/LTE or WiFi which is very stable for streaming data. Examples of music stores that use this system is Pandora, Guvera and Spotify. The downside of this system is how to top-up / payments are still using credit cards and redeem points are still very rare and still a little difficult for Indonesia. Then too small value of royalties distributed systems and lack of clarity in the distribution of royalties.

Of all the core issues and opportunities in the Indonesian music industry today, PT.DMI (Distribusi Musik Indonesia) which is engaged in the distribution of digital music online will develop both purchased and subscription system to address various issues and requests as well as the music industry in Indonesia will increase the quality of life of the musicians and composers.

COMPANY PROFILE

DMI (Distribusi Musik Indonesia) is a company engaged in the distribution and sale of music-based e-commerce which is as a place of Indonesian artists to show the results of his work. There are two types of sales are sales PT.DMI purchased and subscription-based music.

Sales-based music purchased (downloaded) have benefits for artists and musicians that all artists can sell his songs and works by means of uploading and perform a contract with PT.DMI, get a sales report that is transparent and clear distribution of royalties between authors, related rights and producer talent management, then get geo-tagging facility to see where potential sales throughout Indonesia, and as a place to continue to make great and wonderful works to be accepted in the Indonesian market. The benefit to the consumer is able to make purchases of music anywhere, at any time and directly from the gadget respectively, the price is relatively cheap, easy in terms of payment as well as the application can be installed on all types of gadgets from the low end to high-end.

Sales of subscription-based music (streaming) have benefits for artists and musicians that all artists can enter his songs and works by means of uploading and perform a contract with PT.DMI, as an additional income apart from selling music downloads, gain acceptance and transparent report a clear division between the creator royalties, related rights and producer of

talent management, and as a place to continue to make great and wonderful works to be accepted in the Indonesian market. The benefit to the consumer is to pay monthly, eating consumers got to hear all the songs in your library without limits and without advertising, the price is relatively cheap, easy in terms of payment, and also the application can be installed on all types of gadgets from the low end to-high end.

Vision and Mission

The vision is a provider of Indonesian musical works on demand. The mission is to provide welfare of Indonesian music artists, one of the solutions to tackle piracy of musical works, revive the realm of Indonesian music industry, giving equal opportunity to all Indonesian music artists as well as tax revenue for the government that has not been collected optimally.

SWOT ANALYSIS & BUSINESS ENVIRONMENT

External Analysis (PESTEL Analysis)

PESTEL analysis is an analysis that is used to view the external conditions, namely in terms of political, economic, social, technological, environmental and legal. PESTEL analysis should be conducted by the company due to the external aspect that absolutely must be received by the company and can not be changed. By conducting an external analysis of the company are expected to be ready for and quickly adapt to the existing environment, the following is a description for the external analysis are:

Political

The political situation in Indonesia is still unstable after the change of president from 2014 to 2019 era. Even though the political situation does not significantly affect the music distribution business, but PT.DMI should pay attention to the following, namely:

1. Regulations and laws that apply mainly concerning trade rules, taxation and cooperation. PT.DMI will always be obedient and submissive to the laws in force, so that no problems arise in the future.
2. Leadership, political issues and governance structures today are quite in favor of the businessmen seen from many investors to enter Indonesia to invest.
3. Demo is often the case, especially to the workers and extremist groups. Because all sales data and system operations running online and have a strong system is much less likely these rallies will affect PT.DMI business.

Economic

Indonesia's economic growth is based on Gross Domestic Product (GDP) at current prices the first quarter of 2015 reached Rp.2724,7 trillion at constant prices in 2010 reached Rp.2157,5 trillion. Indonesia's economic rise with growth of 4.71 per cent, although slowing compared with the same period in 2014 by 5.14 percent. On the production side, the highest growth achieved by the Business Sector Information and Communication of 10.53 percent. Components expenditure by Household Consumption Expenditure which grew 5.01 percent. Economic growth is good for PT.DMI due to the better economic growth in Indonesia, the better for revenue and operating of PT.DMI.

Social

Social and cultural factors will affect the demand for products or services that will be offered by the company. Social conditions that must be considered are:

1. Lifestyle changes
2. Factors ethnicity, culture and religion
3. Demographics (age, gender and education)

Technology

Sophistication and technological advancements that have a positive impact for PT.DMI, it is constituted by the increasing number of Internet networks of various providers that continue to improve the quality of service so that now the community was almost all have used the internet as their mandatory requirement. This will be good for the level of the company that also uses the Internet as a means of media sales and operations.

Legal

Indonesian laws on trade, tax and labor laws in Indonesia will always be noticed by PT.DMI order to avoid problems in the future.

Environmental

Climate and weather often changes in Indonesia have no effect on the workings of the PT.DMI. This is because today's Internet technology that has been changed to a fiber optic network and already less likely to be affected by weather and climate factors.

Opportunity

- Indonesian Biodiversity create works of art of music will be more extensive and rich.
- Sales conditions song / music has moved from the era of physical sales towards online sales of digital-based music.
- Internet access is quite easy in Indonesia as well as internet users are always increasing from year to the next.

Threat: displacement and media era after digital-based online music sales.

Industry Competition Analysis (Porter's Five-Forces Model)

Bargaining Power of Suppliers

Of the three respondents' statements can be concluded that the condition of the music industry in Indonesia is declining so that the suppliers such as artists have bargaining power low to distributors who help spread sell their work as well as revenue.

Bargaining Power of Customers

From the statement of some of the respondents can be concluded that the bargaining power of buyers is also lower due to the sale of music has been waiting for a cheap and payment process is simplified. If seen from the number of competitors who have entered in Indonesia such as iTunes, Guvera, Klik Musik, and Langit Musik buyers have bargaining power is low. But we have the power prices tend to be low and economical for public consumption in Indonesia, and we offer a uniqueness that no other.

Potential Entry of New Competitors

From the above statement can be concluded that, the possibility to attend the competition from new entrants is high enough, it is based on the science of reverse engineering that can trace technology that has been made by PT.DMI and capitalists who want to trace the idea of which is

owned by PT.DMI. Therefore, when the business has been running and raised the threat of new entrants, then a few steps you can take are:

- Create new innovations, by improving the ease and flexibility aspects, as well as some interesting things for consumers.
- Improved services, which increase the quantity and quality of existing services to be more different from the newcomers.

Potential Development of Substitute Products

From the respondents' statements can be concluded that the substitution of goods at any time can be a threat when reduced consumer loyalty will be a brand that is distracted by the difference in quality, price and testimony from the public. In order to prevent the threat of substitute goods at the company should always make the evaluation of cooperation with relevant parties in order to create works that are getting better and innovative.

Rivalry among Competitors Firms

Of the respondents' statements that can be inferred biggest weakness on the other competitors is on the payment systems using credit cards and prices relatively expensive for the size of the student or a young child. Industry competition is a threat that needs to be considered by PT.DMI in order to run properly.

From the analysis of industry competition then obtained strengths and weaknesses:

Strength:

1. Prices are relatively cheap if you buy a song with an online digital system, even cheaper than paying for parking at the Mall.
2. Is one of the solutions stable income to the artists / musicians and all those associated with this distribution activities.
3. Has a payment system that is easy and varied so that everyone can make payments easily.
4. Many musicians wait for online music distribution, and open and transparent, so as to embrace and engage all stakeholders, namely the artists, musicians, producers and management to be able to join together PT.DMI.
5. Niche Market is already clear and PT.DMI owners have a strong network of the organizations or associations of artists and musicians to take the target market one of them is a big fan of them before you can buy a song popular musicians in PT.DMI.

Weakness:

The threat of new entrants with a similar concept.

Internal Analysis (Value Chain Model)

Value chain analysis serves to offer a more value so that customers are interested in using the service PT.DMI and did not turn the services of other competitors. Value Chain is divided into:

Inbound Logistic

From the results of the respondents' statements to supply arrangements done by the system and approached the musicians and artists to continue working.

Procurement Section:

Supply needs. That must be considered by PT.DMI is always monitoring the work of new musicians and will be released to be included in the list of songs / music to be owned PT.DMI.

The reception and examination:

- Works song / music to be uploaded by the musician should first be noted that in accordance with the standard quality of music / songs that meet. In order to maintain the quality of products owned by PT.DMI.
- Modern monitoring systems and computerization has happened in order to reduce errors at the time of receiving the product in the form of a piece of music / song.

Operation

From the respondents' statements can be concluded that, in the operational part for PT.DMI actually only focus on network quality monitoring, troubleshooting, and maintaining the security of servers to get a good network and conduct research in order to cataloging songs in PT.DMI more. To update the software to a specific period in order to reduce some of the weaknesses that exist.

Outbound Logistic

Of the respondents' statements it can be concluded that, the server will be owned by PT.DMI of 50 TB (tera bytes) The very large capacity to accommodate the entire piece of music / song in Indonesia due to the capacity of 50 TB can accommodate approximately \pm 8 million songs will be accommodated.

Service

Services is one of the most important parts of the company, therefore the company must conduct an evaluation of the application system have been made and make improvements or updates to fix complaints or weaknesses.

SWOT Matrix

For the purpose PT.DMI predetermined at the beginning, then it is necessary to determine the appropriate strategy. Therefore, to formulate a strategy that will run analysis using the SWOT Matrix.

SWOT matrix calculation, the value obtained is +2.43 to +0.72 for the internal and external. So if categorized in a matrix of IE (internal external) are obtained in quadrant 1 with a rapid category growth strategy. Where on this strategy in the positioning strategy of rapid growth that increases the rate of growth strategy with faster time or may be regarded as aggressive.

BUSINESS PLAN

Marketing Planning

In the category of services marketing analysis to analyze STP (segmenting, targeting, positioning) and 7P's of marketing in order to get good results.

STP Analysis (Segmenting, Targeting, Positioning)

Segmenting

Market segmentation is to divide and differentiate the activities of the group are still heterogeneous market into homogeneous market. Segmentation is also a science to see the market based on geographic variables, demographic, psychographic and behavioral (Kotler, Kartajaya, Huan and Liu, 2003).

1. Segmentation Geography
2. Segmentation Demographics
3. Psychographic Segmentation

Targeting

Kotler, Kartajaya, Huan and Liu (2003) states there are three criteria that must be met by the company at the time of evaluating and determining which segments will be targeted. The first is that the company should target the segment you want to target a large and profitable for the company. Both targeting strategy should prioritize the competitive advantage of a company. Competitive advantage is an advantage as well as the strength of a company to be able to dominate the market segment chosen so as to provide value for consumers. The third is targeted market segments should be based on the competitive situation directly or indirectly affect pull the company. Target market PT.DMI is all the groups and people who need music for entertainment.

Positioning

Positioning PT.DMI is a safe, easy and cheap to get music.

Table 1. Indonesia Population by Age Group and Gender 2014

Age (year)	Male	Female	Male & Female
15-19	11.237.800	10.786.900	22.024.700
20-24	10.768.500	10.583.900	21.352.400
25-29	10.398.200	10.318.100	20.716.300

Table 1 shows the number of Indonesian population by age group and gender-matched with the target market PT.DMI, based on the 3 age groups by gender men and women have a number of 64.0934 million people. Music at the Central Bureau of Statistics Indonesia belongs to a group of goods and services. Data from the Central Bureau of Statistics Indonesia on percentage of average expenditure per capita population of Indonesia a month by groups of goods and services in 2010 and 2011 showed 19.42% for the percentage of the average expenditure of goods and services in urban and 13.97% for percentage of average expenditure of goods and services in

rural areas. Then the average for urban and rural are a number of 16.69%, where the figure is a percentage of the average expenditure of the Indonesian population for the group of goods and services in urban and rural areas. If we assume using data from a number of BPS in table 1 combined with the percentage of the average expenditure of goods and services in urban and rural obtained PT.DMI market share is approximately 16.69% of 64,093,400 million population is 10,697,188. Based on the data on the number of fans of the band and singer Indonesia based fanspage, the average fan bands and singers in Indonesia is 5,293,940 fans. Then the target of marketing is getting around 49% of market share has been calculated above. The targets are divided into three pessimistic targets, best targets, optimistic targets.

Calculation of the number of consumers based on the conditions and market share per month which is divided into three conditions, namely on condition pessimistic target number of consumers only 14.1% of the market share totaled 1,508,303 customers, the best conditions of the target number of consumers reached 31% of the share 3,316,128 worth consumer market and the condition of optimistic targets customers in achieving maximum point that 49% of market share worth 5,241,622 consumers.

Human Resources Planning

The organizational structure is implemented by PT.DMI functional organization structure, in which the organization is divided into units of area division based on their respective functions. Design work flow and organizational structure should be understood that companies can compete and have a competitive advantage.

Figure 1 shows the organizational structure PT.DMI. Based on the structure of the organization, each piece has the duty and responsibility of different. Managerial positions in direct PT.DMI filled by relatives and the owner PT.DMI, but for other positions is done through the process of recruitment and selection of employees. PT.DMI training program given to new employees is the socialization of the organization that is the process by which new employees are transformed into effective enterprise employees. Socialization is done by preparing the organization to effectively work, get to know the company and establish a good working relationship between employees.

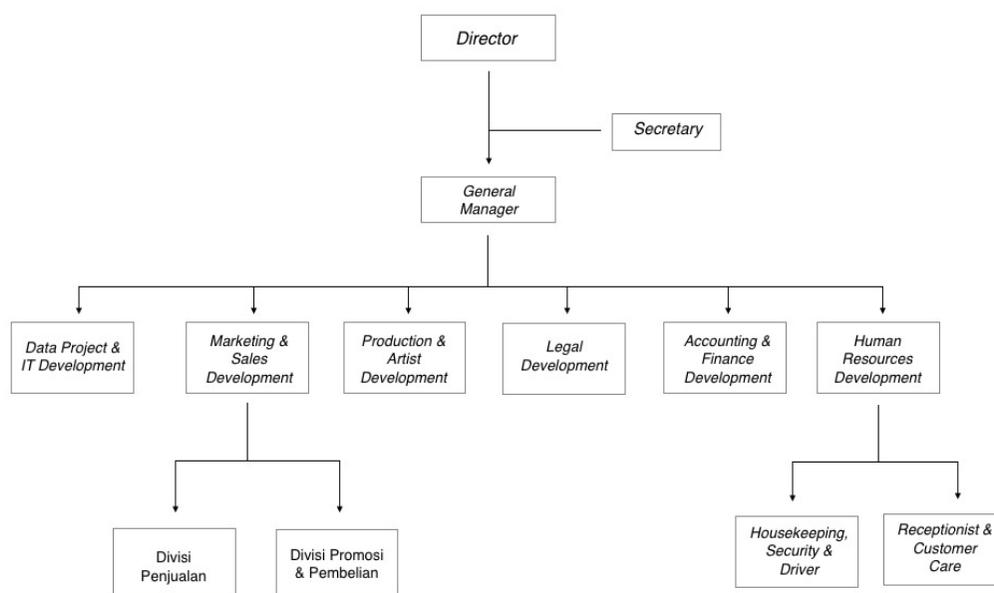


Figure 1. Organizational Structure PT.DMI

Compensation to employees will be able to provide more motivation for employees to work more optimally and always improve productivity so as to achieve the company's competitive strategy. Compensation has two main components, namely direct payments (wages, salaries, incentives, commissions and bonuses) and indirect payments. In order for the work performed by employees can be maximized and in accordance with the objectives of the company, the employee performance appraisal will be held every 3 months. The parties who perform these assessments is through direct supervisor, co-workers, and subordinates direct employees.

In the assessment of employee performance as the main reference basis for assessing the performance of employees PT.DMI is considering the targets that have been approved by subordinates and superiors that compare actual performance with established standards, performance targets that have been agreed jointly, specifically for contract employees will be assessed directly by the human resources development to be the basis for determining whether an employment contract needs to be extended or otherwise.

Capacity Planning

In the capacity planning requires appropriate capacity for the determination of the capacity of the place and the music / song, the maximum capacity of the workforce to be recruited PT.DMI.

The maximum capacity of PT.DMI are:

- Total of employees: 31 employees
- Working days: 20 days (Monday-Friday)
- Operational hours of work: Monday-Thursday 9 a.m. to 18 p.m. (8 hours), and Friday 8 a.m. to 6 p.m. (8 hours)

- The capacity of the songs on PT.DMI adjusted with the server capacity is 50 TB (terabyte) generally one song with high quality .mp3 format has a capacity 6 MB (megabytes), then if the server capacity owned PT.DMI able to accommodate approximately 8,300 .000 song.

Raw material needs of music available on PT.DMI applications will increase automatically every week it even every day, because everyone is free to enter the song for sale here and will compete fairly with famous artist With the aim to provide equal opportunities to all artists in Indonesia.

Timeframe

Schedule marketing strategy in order to get a big sales target during the first opening, namely: before Grand Opening and at the Grand Opening:

Financial Planning

Financial planning has a short-term goal is to ensure the availability of sufficient funds for the smooth operations PT.DMI, while the long-term goal is to attempt to manage and utilize optimally the assets and equity that can create value for shareholders. This is based on the investors who want a good rate of return on their investment.

Table 2. Net Profit after Tax

NET PROFIT	Year 1 (x 1000) (Rp)	Year 2 (x 1000) (Rp)	Year 3 (x 1000) (Rp)	Year 4 (x 1000) (Rp)	Year 5 (x1000) (Rp)
Optimistic	122,874,971	132,704,969	143,321,366	154,787,076	167,170,042
Best Target	69,261,997	74,802,957	80,787,194	87,250,169	94,230,183
Pessimistic	18,925,370	20,439,400	22,074,552	23,840,516	25,747,757

Table 2 shows the net profit after tax earned on three conditions based on differences in the market or sales targets are acceptable. Seen on the conditions most optimistic profit. The possibility of achieving optimistic condition can occur if the public mindset has changed and all media piracy is illegal has been closed by the government and media campaign carried out since the beginning of the right target and the services provided satisfactory yatu safe, easy and inexpensive. Besides positioning strategy of PT.DMI should really attract customers from various groups.

RRR or Required Rate of Return is the minimum yield demanded by investors of an investment project in accordance with the risk to be borne by the investor when implementing the investment (Andrew, 2011). At this time PT.DMI defined RRR divided into three conditions, namely Pessimist, best, and optimist. Namely the condition Pessimist using RRR value by 40%, the best conditions using RRR value by 30% and on condition optimist using a value of 20%. These three conditions will be blended later on projected cash flows for the three conditions set by revenue or sales targets are acceptable.

Table 3. Investment Feasibility Analysis Pessimistic Conditions

Information	Required Rate of Return		
	<i>Optimistic</i>	<i>Best</i>	<i>Pessimistic</i>
	RRR = 20%	RRR = 30%	RRR = 40%
Net Present Value	34,688,941,323	17,237,757,666	6,277,616,734
Internal Rate of Return	49%		
Payback period	1 Years 11 Months		
Feasibility Project	Acceptable		

Table 3 is a pessimistic analysis of the feasibility of investment conditions as well as three conditions based on the difference RRR. This calculation is obtained with the help of Microsoft Excel formula for calculating NPV, IRR and PP which have been provided by Microsoft Excel. To pessimistic-pessimistic condition PT.DMI investment is still worth doing. It is based on the NPV value is still more than 0 is equal to 6,277,616,734 and IRR of 49% and a payback period of 1 year 11 months, so that this condition can be said to be feasible or acceptable.

For the pessimistic-best condition PT.DMI investment is now feasible. This is supported by the NPV value greater than pessimistic-pessimistic condition that is worth 17,237,757,666 and IRR of 49% and a payback period of 1 year 11 months, so that this condition can be said to be feasible or acceptable.

For the pessimistic-optimistic conditions NPV value is 34,688,941,323, IRR of 49% and a payback period of 1 year 11 months, so that this condition can be said to be feasible or acceptable.

Table 4. Investment Feasibility Analysis Best Conditions

Information	Required Rate of Return		
	<i>Optimistic</i>	<i>Best</i>	<i>Pessimistic</i>
	RRR = 20%	RRR = 30%	RRR = 40%
Net Present Value	177,837,220,931	123,590,115,466	87,939,954,060
Internal Rate of Return	148%		
Payback period	8 Months		
Feasibility Project	Acceptable		

Table 4 is an investment feasibility analysis and the best conditions of the three conditions is based on the difference RRR. This calculation is obtained with the help of Microsoft Excel formula for calculating NPV, IRR and PP which have been provided by Microsoft Excel.

For the best-pessimistic conditions PT.DMI investment is still worth doing. It is based on the NPV value is still more than 0 is equal to 87,939,954,060 and IRR of 148% and a payback period in 8 months, so that this condition can be said to be feasible or acceptable.

For the best-best investment conditions PT.DMI still worth doing. It is based on the NPV value is still more than 0 is equal to 123,590,115,466 and IRR of 148% and a payback period in 8 months, so that this condition can be said to be feasible or acceptable.

For the best-optimistic conditions PT.DMI investment is still worth doing. It is based on the NPV value is still more than 0 is equal to 177,837,220,931 and IRR of 148% and a payback period in 8 months, so that this condition can be said to be feasible or acceptable.

Table 5. Investment Feasibility Analysis Optimistic Conditions

Information	Required Rate of Return		
	<i>Optimistic</i>	<i>Best</i>	<i>Pessimistic</i>
	RRR = 20%	RRR = 30%	RRR = 40%
Net Present Value	330,302,837,623	236,864,811,208	174,917,587,707
Internal Rate of Return	248%		
Payback period	5 Months		
Feasibility Project	Acceptable		

Table 5 is an investment feasibility analysis optimistic conditions as well as three conditions based on the difference RRR. This calculation is obtained with the help of Microsoft Excel formula for calculating NPV, IRR and PP which have been provided by Microsoft Excel.

For the optimistic-pessimistic conditions PT.DMI investment is still worth doing. It is based on the NPV value is still more than 0 is equal to 174,917,587,707 and IRR of 248% and a payback period of 5 months, so that this condition can be said to be feasible or acceptable.

For the optimistic conditions PT.DMI-best investment is still worth doing. It is based on the NPV value is still more than 0 is equal to 236,864,811,208 and IRR of 248% and a payback period of 5 months, so that this condition can be said to be feasible or acceptable.

For the optimistic-optimistic investment conditions PT.DMI still worth doing. It is based on the NPV value is still more than 0 is equal to 330,302,837,623 and IRR of 248% and a payback period of 5 months, so that this condition can be said to be feasible or acceptable.

Of the nine conditions described above, if grouped into categories of high, low and middle. So for the highest category (best) is the optimistic-optimistic conditions which have RRR worth 20% and the sales target of 49% of the market share amounted to 5,241,622 has a positive NPV is 330,302,837,623, and the value of IRR of 248% and a payback period of 5 months. For the middle class found in best-best conditions in which to have RRR worth 30% and the sales target of 31% of the market share of 3,316,128 has a positive NPV in the amount of 123,590,115,466 and 148% IRR and payback period in 8 months. The lowest category (worst) obtained on-pessimistic pessimistic conditions which had RRR of 40% and 14.1% of the sales target of 1,508,303 have the market share that is equal to 6,277,616,734 positive NPV, IRR of 49% and a payback period at 1 year and 11 months. In the three categories are still said to be feasible and remains the financial targets that had been predetermined.

In order for all of these conditions can be achieved then the necessary balance and sustainability strategy that has been planned and will be executed as well as to make improvements for the business has been run, so that will achieve maximum business results.

CONCLUSIONS

Project business establishment PT.DMI (PT. Distribusi Musik Indonesia) is feasible in realized and supported its implementation. It is based on:

1. The results are in accordance with the purpose of research.

2. From the SWOT analysis has been done can be concluded that the industry is included in the category of rapid growth strategy, which in this strategy the company in a position of rapid growth that increases the rate of growth strategy with faster time or may be regarded as aggressive.
3. This industry includes still attractive for investors to be revenue let alone supported by the support of all stakeholders as well as artists / musicians in need of revival and renewal system of the music industry in Indonesia.
4. PT.DMI marketing plan that uses the marketing mix and STP are integrated with attention to the specific target market.
5. PT.DMI is a sales and distribution of music that is safe, easy and inexpensive for all classes and social status.
6. PT.DMI recruit potential employees, have the competence, knowledge and ability in the field well.
7. Based on financial planning and investment feasibility of using three conditions, this business can still be run. The highest category (best) is the optimistic-optimistic conditions which have RRR worth 20% and the sales target of 49% of the market share amounted to 5,241,622 has a positive NPV is 330,302,837,623, and the value of IRR of 248% and a payback period of 5 months. For the middle class found in best-best conditions in which to have RRR worth 30% and the sales target of 31% of the market share of 3,316,128 has a positive NPV in the amount of 123,590,115,466 and 148% IRR and payback period in 8 months. The lowest category (worst) obtained on-pessimistic pessimistic conditions which had RRR of 40% and 14.1% of the sales target of 1,508,303 have the market share that is equal to 6,277,616,734 positive NPV, IRR of 49% and a payback period at 1 year and 11 months.

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