

## EXECUTIVE SUMMARY

Starting from the business concept, Wijaya Music Course is a music course institution providing music course services with three alternative musical instruments, guitar, piano and drums with classical, pop and jazz genres. Wijaya Music Course also has class levels ranging from beginner, intermediate, to professional levels. In order to enter a higher grade level, students are required to take an upgrading test. Course time offered is 60 minutes for once a week. Learning methods are offered in addition to face-to-face directly with faculty, can also learn through video courses that have been provided by Wijaya Music Course.

The vision of Wijaya Music Course is to be a qualified and trustworthy music course institution with a mission always prioritizing quality in service, fostering good relationships with customers and employees, using website-based technology to support learning process, marketing, and information systems to customers as well Fostering young people's achievements in music by conducting level-level exams, music concerts, and music competitions. While for short-term goal is to reach the target customer that has been determined, the medium term is to add new classrooms in year 4, and for the long term is to do geographical expansion outside the West Jakarta area.

Competition in the music course industry is very strict. The main competitors of Wijaya Music Course are Yamaha Music School and Purwacaraka Music Studies. In CPM analysis, the total weight score for Wijaya Music Course was lost to Yamaha Music School and Purwacaraka Music Studio. Wijaya Music School only received a total score of 2.64

weight, while Yamaha Music School won a total score of 3.36 and Purwacaraka Music Studio earned a total weight score of 2.82.

The marketing strategy undertaken by Wijaya Music Course is to use social media, create flyers, banners, and use personal websites. The organizational structure of Wijaya Music Course consists of 9 people in the first year consisting of 6 teachers each 2 people for guitar, piano, and drum, then 1 person for administration, 1 office boy, and 1 security guard. The plan in the 4th year will be the addition of teachers as many as 8 people because of the addition of eight classes of classes.

Business feasibility analysis, for NPV of 818,628,098 greater than 0, IRR of 45.06% greater than 11.36% (commercial bank interest rate), with payback period 2 years 6 months 1 day and profitability index of 2.624552197 greater than 1. From the results of it all, it can be concluded that this business is feasible to run.