

ABSTRACT

Blue box is a value added service of fixed line service especially for prepaid fixed line customer. Residential customers, such as rent houses and corporation, are potential market for blue box segmentation. They usually want to simplify and control using pulse. The aim of this final project was to acknowledge the feasibility of blue box investment. It was done to find business prospect in the future, whether it would give profit or not. Analysis of investment feasibility included some aspects which are marketing, technical, financial, and sensitivity of determined variables.

Descriptive method had been used in this research. Tool that had been used for data collecting was questionnaire, while the research sample was those who lived in rent house in Bandung. Convenience sampling had been used as sampling technique of this research. This research included some aspects which are marketing, technical, and financial. Steps on marketing aspect were doing identification of potential market and available market, identification of market segmentation, demand forecasting, and identification of competition. Steps on technical aspect were doing identification of technical specification, material information, and employee availability. Steps on financial aspect were estimating incomes and expenses which had been made in cash flow and income statement. The last step was analyzing investment sensitivity due to some variable changing which could influence investment feasibility.

This research had resulted in 70.22% potential market and 60.44% available market. Market segmentations had been resulted based on advantages. They are market segmentation on 42% pulse controlling, 30.37% easy payment, 20.88% safety and security, 15.8% nominal voucher availability. Demand forecasting had been determined by choosing the best method which was exponential method. Financially, investment criteria for NPV was Rp. 265,153,746, PBP 2.29 year, dan IRR value was 58%. Investment sensitivity due to the decrease of demand was more than 30%, it had made the investment became not feasible. Increasement of material cost more than 40% causing the investment not feasible. Increasement of operational cost more than 100% causing the investment not feasible.

By analyzing that the size of potential market and available market, it could be concluded that the investment was feasible in marketing aspect. From technical aspect, blue box was also feasible because it had some strength and had not any problem in supplying material and employee. Financially, blue box was still proper to be implemented because the NPV value was positive, the PBB was fast, and IRR value was bigger than MARR. Therefore, blue box investment was feasible to be implemented.

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