

**BAB 9**  
**PROYEKSI KEUANGAN**

**Tabel 9.1**  
**Calculation Cost For Launching Product & 1st Promotion**

No	Item	Qty/Needs	Unit	Price	Amount	Cost	Remarks
1	<b>Perizinan</b> Kepolisian dll	1		Package	10,000,000		Incl Venue, Street promo
						10,000,000	
2	<b>Venue</b> Venue Rental				80,000,000		Atrium Tunjunga Plasa 3
						80,000,000	
3	<b>Artist/ Talent</b> <i>Anytime Anywhere Party</i> Duo Percussion DJ Naro DJ Riri DJ Redy Lex DMC FHM Models  <i>Anytime Anywhere The Launch</i> Peterpan Serius Band DJ Stan Project Pop Look Models Jkt Breaker	5person		Package	20,000,000		Incl accomodation and meals
				Package	9,000,000		Incl accomodation and meals
				Package	8,000,000		Incl accomodation and meals
				Package	2,000,000		Incl accomodation and meals
				Package	2,000,000		Incl accomodation and meals
				Package	3,000,000	15,000,000	Incl accomodation and meals
						56,000,000	
		Package	50,000,000				
		Package	40,000,000				
		Package	6,000,000				
		Package	50,000,000				
		Package	3,000,000	15,000,000			
		Package	4,000,000				
		165,000,000					

<b>4 Production</b>	Sound System	100	Kilo watt	750,000	75,000,000	
	Lighting	100	Kilo watt	450,000	45,000,000	
	Stage & Rigging			Package	25,000,000	
	Genset/Additional Electricity	300	kva	80,000	24,000,000	
	Backdrop n Screen	1		Package	10,000,000	
	Labor					
	Stage Manager	1			2,000,000	
	Sound Enginer	1			2,000,000	
	Lighting Director	1			2,000,000	
	Production Crew	6		1,000,000	6,000,000	
	Hard Labor	20		300,000	6,000,000	
						197,000,000
	<b>5 Promotion</b>	Outdoor				
Baliho		10	pieces	6,000,000	60,000,000	
Spanduk		30	pieces	300,000	9,000,000	
Umbul-umbul		80	pieces	150,000	12,000,000	
Street Promo						
Poster		2,000	sheets	2,000	4,000,000	
Fliers		50,000	sheets	400	20,000,000	
Branding Car						
Box with LCD		2	unit	15,000,000	30,000,000	Rent
Kijang		4	unit	5,000,000	20,000,000	Rent
FP/MP		26	person	600,000	15,600,000	
SPG/SPB		30	person	450,000	13,500,000	
Uniform		56	unit	300,000	16,800,000	
Print Ad						
Newspaper						
Jawa Pos	2	full page	20,000,000	40,000,000		
Kompas	2	full page	30,000,000	60,000,000		

	Magazines						
	Hai	2	full page	6,000,000	12,000,000		
	Kawanku	2	full page	5,000,000	10,000,000		
	Gadis	2	full page	6,000,000	12,000,000		
	Cosmopolitan	1	full page	8,000,000	8,000,000		
	FHM	1	full page	6,000,000	6,000,000		
	Polpular	1	full page	6,000,000	6,000,000		
	Tabloid						
	Citra	1	full page	2,500,000	2,500,000		
	Nyata	1	full page	2,000,000	2,000,000		
	Electronic Media						
	TV Ad	140	TVC	Package	500,000,000		
	Radio Expose	140	Spot/Adlibs	Package	15,000,000		
	Website/Internet			Package	5,000,000		
	Invitation	150		Package	500,000		
						879,900,000	
<b>6</b>	<b>Others</b>						
	Miscellaneous				5,000,000		
						5,000,000	
						1,392,900,000	

**Tabel 9.2**  
**Calculation Cost For 2nd Promotion**

No	Item	Qty/Needs	Unit	Price	Amount	Cost	Remarks
<b>1</b>	<b>Promotion</b>						
	Outdoor						
	Baliho	10	pieces	6,000,000	60,000,000		

Spanduk	30	pieces	300,000	9,000,000	
Umbul-umbul	80	pieces	150,000	12,000,000	
Street Promo					
Poster	2,000	sheets	2,000	4,000,000	
Fliers	50,000	sheets	400	20,000,000	
Branding Car					
Box with LCD	2	unit	15,000,000	30,000,000	Rent
Kijang	4	unit	5,000,000	20,000,000	Rent
FP/MP	26	person	600,000	15,600,000	
SPG/SPB	30	person	450,000	13,500,000	
Uniform	56	unit	300,000	16,800,000	
Print Ad					
Magazines					
Hai	2	full page	6,000,000	12,000,000	
Kawanku	2	full page	5,000,000	10,000,000	
Gadis	2	full page	6,000,000	12,000,000	
Cosmopolitan	1	full page	8,000,000	8,000,000	
FHM	1	full page	6,000,000	6,000,000	
Polpular	1	full page	6,000,000	6,000,000	
Tabloid					
Citra	1	full page	2,500,000	2,500,000	
Nyata	1	full page	2,000,000	2,000,000	
Electronic Media					
TV Ad	140	TVC	Package	500,000,000	
Radio Expose	140	Spot/Adlibs	Package	15,000,000	
Website/Internet			Package	5,000,000	
					779,400,000
					779,400,000