

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### 5.1 Conclusion

After fully building the report with financial calculation, where the line of the business is digital printing, the author concludes that investment in the digital printing business of CV Big's Image is feasible. It is represented by:

- **Market:** Potential market in Bekasi area is estimated Rp 29.500.000.000,- per annum for printing industry (source: Big's Image Marketing Unit) and the total players in Bekasi are only 4 players.

- **Production :** To achieve the maximum sales, all equipment are sufficient capacity.

- **Financial:**

Profitability: it is represented by operating income increase year by year starting from Rp 252 million in the first year and Rp 4 billion in the fourth year.

Incremental of sales from Rp 2.500.000,- in the first year to Rp 8.882.813.000,- in the fourth year.

ROE is always maintained above 50%.

Incremental of ROA from 14% in the first year to 45% in the fourth year.

NPV is Rp 2.961.600.793,- until fourth year.

#### 5.2 Suggestion

Digital printing industry is relatively easy to be imitated, so innovation of the products will be a competitive advantage. Big's Image has also to provide speed of

service, friendly designer and excellent customer service to maintain loyalty of customer. Sales force will help penetrate the market.

Diversification of the business related to the printing is a must, because customers trend are one stop printing solution. Offset printing, screen printing and finishing printing will be the immediate step to be grabbed. Finishing printing such as ultra violet (UV) varnish, laminating and cutting pond are less risk than other printing industry.

