

## Abstract

Pitch Perfect is an innovative business that combines both karaoke elements and recording studio elements as one. Pitch Perfect is made to fulfill the needs of those who want to hear how their singing voice sounds while singing in karaoke by being able to bring home the result of the recording in audio or video format. The number of such business is still very low and people want a place or a facility where they can express their talent and sharing it to the world. According to the survey that was spread to 100 respondents, 95% are interested in this business idea. The market segments of Pitch Perfect are karaoke lovers, aspiring singers, and B2B partners.

The value propositions that Pitch Perfect pursues are: Smart Karaoke (combining karaoke and recording as one), Feel Like A Star (where customers have to behave like an actual recording artist while singing), Digital Voice Class Lesson (where customers can learn how to sing with pitch perfect technique with digital interactive video), and B2B Partnerships. Based on the financial calculations made, Pitch Perfect will be able to gain a positive return on the initial investment made at the start of the business in two years with an NPV amount of Rp. 952,418,784.32, therefore the business can be considered to be in accordance to best business practices. This is possible thanks to miscellaneous revenues in addition to the business' main revenue received daily. However, in order to do so, there is a need to do an intensive marketing program as to increase consumers' brand awareness of this business.

Keywords:

Karaoke, Recording Studio, Music, Business Model Creation, Business Management