

ABSTRACT

Investment Business Plan at Telecommunication Selular PT. NTS

Market feasibility studies for business planning in the field of telecommunications with the method of data gathering information, SWOT analysis, and industry analysis in the field of mobile telecommunications, financial projections, and business feasibility methods have been implemented in the region of East Java, Bali, Lombok. The results of this study indicate that public investment is undertaken in the field of mobile telecommunications services and the return period can be shortened from 10 years to 6 years. This business feasibility study will be applied to other regional and as a mandatory of business plan 2011.

Keywords: Revenue, Direct expenses, Expenses.

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