

## **ABSTRACT**

David Leonard (01220080080)

### **HOW TO IMPROVE THE PROFITABILITY OF PT DOREMI MUSIC INDONESIA**

(xv + 79 pages; 13 figures; 11 tables; 4 appendixes)

In basic, profit is related to how much wealthier a person or entity has become in a given period. Profitability analysis is the evaluation of a company's return on investment using some ratios like ROA, Gross Profit Ratio, ROE, etc.

PT Doremi Music Indonesia is a company that moves in music department. It sell music instrument and it provide a music school with Yamaha Music Indonesia standardization. To improve the profitability of PT Doremi Music Indonesia in its music school, Doremi has to attract more students to study in or improve its sales. One of the way to improve its sales is to improve the overall quality that represented by the marketing mix and teacher's quality.

Marketing mix is one of the marketing strategies to achieve goals. It consists of 4 main elements of marketing they are Product, Promotion, Place, and Price. With these 4 P's of marketing mix, Doremi had to be compared to its competitors in Tangerang area. Multiple linear regressions are conducted to prove that marketing mix is one of the strategies to improve Doremi's overall quality to attract more students.

Besides marketing mix, Financial Statement of PT Doremi Music Indonesia is also used to become a fundamental element to give Doremi a recommendation. It used for assess the current profitability level in PT Doremi Music Indonesia. Also using the Financial Statement from year 2008 to 2010 to compare the income statement and balance sheet from year to year.

References: 14 (2002 – 2011)

Keywords: Profitability, Service, Marketing Mix.