

AN INSIGHT INTO
THE PRACTICAL BUDGETING
FOR PRODUCTIONS
OF PRODUCTION HOUSES

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INTRODUCTION TO THE PROJECT PAPER AND RATIONALE OF THE STUDY

This project paper is done with the intention of gaining an insight into the practical aspect of budgeting applied by the management of a Production House for its productions.

The study was deemed essential as there were many grouses about the film industry being not so financially lucrative. There were a number of failed financial ventures into this glamorous industry. The creative and artistic elements of this business field have been discussed many a time in various media and sometimes with a touch of nostalgia. However, only a few have touched on the financial and management aspects.

Thus the author would like to gain an insight into a component of that important but least studied aspect of the business, that is budgeting and how it is practised in this highly creative and artistic business in Malaysia.