***ABSTRACT***

***Ahmad Fajar / 79130380 / 2019 / Business Plan for the Establishment of Tambak Bandeng Menclat in Muara Gembong, Bekasi/ Advisor : Drs. Wiwin Prastio, M.M.***

*The Bandeng Menclat Pond Company is a trading company that Bandeng Fish products for consumption. The company markets products under the Bandeng fish melting brand that has passed the process of the Muara Gembong village. The company operates in the Muara Gembong area, Bekasi with the hope of reaching consumers in the surrounding areas such as North Jakarta and West Java.*

*The company was founded by Ahmad Fajar and has an office located in Muara Gembong. The company's office is used to take care of company administration needs, accounting and recording activities, receiving guests, and others.*

*Bandeng Menclat, the product to be marketed by the company has a standard quality. The Bandeng fish melting product has a better fish advantage.*

*The target market of the Bandeng fish melting company is small and medium scale businesses, especially those engaged in the fisheries sector, Distributors-distributors are the targets for Bandneg fish melting, because Bekasi and Jakarta are among the largest distributors*

*The company plans to employ 6 employees consisting of 1 farm guard, 2 couriers, 2 post-harvest workers, 1 manager. The owner will still be involved in the company as a decision maker. Each individual has their respective duties to maintain the sustainability of the company.*

*This business is estimated to require an investment fund of Rp. 867,960,000.00. The investment fund will be allocated to purchase the Tambak Land, equipment and equipment needed by the business.*

*The Tambak Bandeng Company, seen from the financial aspect, is feasible. The company fulfills the eligibility criteria from the Net Present Value analysis, Break Even Point, and Profitability Index. The projection is calculated with a period of 5 years. The company will also get back business capital within a period of 2 years 9 months 1 day according to calculations using the Payback Period method.*