***ABSTRACT***

Benaya Adhi Dharma */* 73150362 */* 2019 */ Business Plan Business Establishment INVESTMENT COURSE "DIEL INVESTMENT" in West Jakarta / Advisor:* Akromul Ibad Moefftie,M.M*.*

*DIEL INVESTMENT is a business that is engaged in economics that has a business concept that is an investment course. DIEL INVESTMENT sells a variety of services that have the aim of honing knowledge about investment. DIEL INVESTMENT will open a business in the* Daan Mogot *area,West Jakarta*.

*DIEL INVESTMENT has a vision of "Being the main place for people to consult on capital market instruments". DIEL INVESTMENT also has a mission to create customer satisfaction by providing educational services, providing quality signals in accordance with the times.*

*Like other businesses, marketing strategies are needed to increase public awareness of the brand being offered. In this case DIEL INVESTASI plans to use social media, banners and conducts training events in the office where DIEL INVESTMENT runs its business.*

*Human resources are needed to support the operational activities of DIEL INVESTMENT business. At present it is planned that there will be 4 employees recruited.*

*The initial investment needed DIEL INVESTMENT of Rp 607,600,900.00 is used for cash reserves, equipment costs, equipment costs, shop rental fees, as well as renovation costs. This initial investment is a gift from parents and own capital. The results of financial analysis show that the BEP value of sales is higher than the costs incurred. For NPV, the value is Rp. 283,017,390.91. For the payback period, it is obtained 3 years 3 months 15 days with a maximum limit of 5 years, while the Profitability Index shows results of more than 1, which is 1.46, which means the project is accepted. The conclusion from this financial feasibility analysis is DIEL INVESTMENT business is feasible to run.*