*Calvin / 73150418 / 2019 / Business Plan for the establishement of event organizer services Caplin Event Organizer (EO) in Jembatan Dua, North Jakarta / Advisor: Rita Eka Setianingsih, S.E, M.M.*

*Caplin EO is a business in event organizer services. Caplin EO's office will be located on Jalan Jembatan Dua, Penjaringan, North Jakarta.*

*Caplin EO has a vision is "To be the popular event organizer with national standart and compete profesional". Mission of Caplin EO is :*

1. *Give customer satisfaction with good services*
2. *Build creative team with unique ideas and professional in work*
3. *Running good business and get advantage for partner business and company*

*Services offered by Caplin EO are planning, running and decoration like room decoration, table decoration and background decoration. Like any other business, marketing strategies are needed to increase public awareness of the brands and services that a business offered. In this case Caplin EO use social media, business cards, and banners for marketing.*

*Human resources are needed to support business activities. Currently, there are five people planned by Caplin EO, consisting of one manager, one marketing person, one administration person, one office boy and one event person.*

*The initial investment needed by Caplin EO is Rp. 122,826,000 which is used for initial cash, equipment costs, supply costs, building rental costs, renovation costs, licensing costs and marketing costs. This initial investment comes from equity and parent grants.*

*Estimated performance of the income statement over the next five years from 2020 to 2024, Caplin EO profits grow significant annually. Judging from the performance of the cash flow statement, the final cash flow for the first year is positive and followed by a constant increase in the following year. While the results of calculations by appraising the feasibility of investment is feasible by generating NPV amounting to Rp* 730,947,387 *by using the credit rate of 11.18%. If we look from the calculation of the profitability index, Caplin EO has a PI of 5,951 > 1. In addition, the known return period of investment is for 3 months 22 days. From the above calculations, it can be concluded that Caplin EO business establishment plan is feasible to run.*