ABSTRACT

Candiesta / 74150103/2019 / Business Plan Establishment of Business Place for ;Jago Mandarin; Chinese Language Course in Menteng, South Jakarta/ Supervisor: Leonardus Saiman Drs., M.Sc. Jago Mandarin is a business that is engaged in services, where the course will be located on Menteng Raya street No 10, RT 1 / Rw 10, Kebon Sirih, Menteng, South Jakarta.

Jago Mandarin has a vision of &quot;Making a place for the Jago Mandarin Chinese Language Course as a place for language courses that are trusted and demanded by

Everyone Products offered at the Jago Mandarin in the form of Chinese language courses are

ranging from basic to advanced levels that are offered to students according to their abilities in Mandarin. Like any other business, marketing strategies are needed to increase public awareness

of the brands and products offered. In this case, Jago Mandarin will use social media, brochures, share shirts, and business cards in marketing the business. Human resources are needed to support business activities. There will be fourteen employees planned for the Mandarin Course, consisting of one owner as a manager too, eight teaching staffs, one operational staff, one administrative staff, one cashier, and two office boys.

The initial investment needed by Jago Mandarin is Rp1.312.353.768, - which is used for initial cash, shop rental fees, equipment costs, marketing costs, resource costs, licensing fees, and renovation costs. This initial investment is got from families’ equities. Estimated performance of income statement over the next five years from 2021 to 2025, Jago Mandarin will produce profits that will increase annually. Judging from the performance of the cash flow statement, the final cash flow in the first year will be positive and will be followed by a constant increase in the following year. While the results of the calculations by appraising the feasibility of investment is feasible by generating an NPV amounting to Rp. 1.293.683.263, and the IRR is 34,5% . If we look from the calculation of the profitability index, Jago Mandarin Chinese Language Course has a PI of 1,98 &gt; 1. In addition, the known return period of investment is for 3 years 4 months 7 days. From them above calculations, it can be concluded that the business plan for the establishment of

Jago Mandarin Chinese Language Course is feasible to run.

Keywords: Business Plan, Language Chinese Course