ABSTRACT

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Rent Applicarion “Nusantara Style” is a business engaged in fashion who rent party dress for a woman such as dress,and kebaya, for a man Nusantara Style Rent a suit, and rent accesoris for dress or kebaya or suit. Nusantara style from Bekasi West Java will have main offive in Pondok Ungu Permai Jl. Cendrawasi A1381

Nusantara Style has a vision like “To Be The Best and Trusted Rent Application in Indonesia“. Nusantara Style has mission for always give the best quality of dress or suit, fast respon to handle any complain from customer and supplier,schedule evaluation, do selection the supplier who want join Nusantara Style Rent Application

Like any other business, management strategy is very crucial to improve citizen’s awareness to Nusantara Style. In this case Nusantara Style have positioning is “Rent Is Enough” for strengthen positioning and brand awareness.

Promotion of Nusantara Style is through several ways such as mouth to mouth and with social media like Instagram and Youtube. Human resources are needed to support the operational activities from home business of Nusantara Style. Right now it is planning 7 employees will be recruit.

Nusantara Style has first investment as much as Rp. 490,200,000 this money for renovations, supply, material, cash reserves, and buying stuff for sell. The initial investment from parents.

Nusantara Style has many risk that are predicted in the future. So, Nusantara Style prepares many strategies to against that risk.

The result form of financial analysis showed a BEP value of sales higher than cost incurred. For NPV got Rp. 1.341.858.798 while the payback period is obtained 2 year 2 months 13 days with a maximum limit of 5 years. The conclusion from this analysis is that Nusantara Style Rent Application business is worth to run.

key word: Nusantara Style, BEP, NPV