# **ABSTRACT**

*Claudia Angellica Wijaya / 75150070/2019 / Business Plan for the Establishment of a Property Business "Teluk Asri" in Teluk Jambe, Karawang Timur / Lecturer: Muhammad Fuad, S.E., MP.*

*Teluk Asri is a business engaged in the property sector. The product sold by Teluk Asri is a property in the form of a house. Teluk Asri markets its products through Instagram and Facebook social media, as well as brochures, websites, exhibitions, and special offers. Teluk Asri is located on Jalan Babakan Tengah, Teluk Jambe, East Karawang.*

*Teluk Asri stands on Jalan Babakan Tengah, Teluk Jambe Karawang Timur with an owner named Claudia Angellica Wijaya who also serves as manager. Teluk Asri was established in 2020 with a limited liability company (PT) legal entity. Teluk Asri property business is included in the middle category because it has a turnover of more than Rp 2,500,000,000 (two billion five hundred million rupiah).*

*Competition is a natural thing in a business. In this case, the competitor of Teluk Asri is quite high because the business category that is run by Teluk Asri is already very much. To overcome this, Teluk Asri presents differentiation from its competitors. Where the differentiation is in the form of design and quality of buildings provided and current technology.*

*Teluk Asri operates the same as a property business in general. Teluk Asri has a marketing office to work and serve consumers both for exhibitions and transactions. Teluk Asri business system is B2C because consumers directly transact with companies.*

*Human resources are things that are needed for the running of a business. Teluk Asri has 4 parts in its business namely marketers, office boy, administration, and drivers totaling 7 people.*

*The initial investment needed by Teluk Asri amounted to Rp 5,678,249,168 which was used for the cost of buying equipment, land, making sample houses, office houses and cash reserves. This initial investment is a loan from a parent.*

*The feasibility of a business is something that needs to be considered to assess whether the business is feasible or not to be invested. Proforma calculation of profit and loss for 5 years, namely from 2020 to 2024 shows a positive number and always increases every year as well as the proforma cash flow and proforma balance sheet. The results of the business feasibility analysis of Teluk Asri prove that this business is feasible to run in terms of Net Present Value analysis greater than zero, which is Rp. 3,295,453,946.18,- using a loan interest rate of 5.25%. The value of the Profitability Index obtained is 1.5803644484* *greater than 1. Analysis of the Payback Period which shows the return of this investment for 3 year 1 month 15 days.*

*Risk is a natural thing in doing business. Teluk Asri has various risks faced both internally and externally. The company has a solution for the risks that will be faced in the future. Teluk Asri has prepared a strategy to minimize the risks.*