***ABSTRACT***

*Donovan Halim / 75150313 / 2019 / Business Plan for the establishment of photography services Halim Motret in Gunung Sahari, Cental Jakarta / Advisor: Rita Eka Setianingsih, S.E, M.M.*

*Halim Motret is a business engaged in photography services. Halim Motret's office will be located in Jalan Gunung Sahari Raya, Gunung Sahari Utara, Sub-district Sawah Besar, Central Jakarta.*

*Halim Motret has a vision is "To be the best provider of wedding and pre-wedding photography services in Indonesia".*

*Services offered by Halim Motret are wedding and prewedding photography. Halim Motret also offers several additional products such as Photo, Printed Canvas with Spanram and Photobook.*

*Like any other business, marketing strategies are needed to increase public awareness of the brands and services that the business offered. In this case Halim Motret plans to use social media, business cards, banners and participate in various exhibitions held by Bride Story each year.*

*Human resources are needed to support business activities. Currently, there are nine people planned by Halim Motret, consisting of one manager, one marketing person, one administration person, two editors and four photographers.*

*The initial investment needed by Halim Motret is Rp. 684,197,000 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 parent grants.*

*Estimated performance of the income statement over the next five years from 2020 to 2024, Halim Motret generates an increase in profits 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 1,323,268,881 by using the credit rate of 11.18%. If we look from the calculation of the profitability index, Halim Motret has a PI of 1,934 > 1. In addition, the known return period of investment is for 1 year 5 months 6 days. From the above calculations, it can be concluded that Halim Motret business establishment plan is feasible to run.*

*Halim Motret has several risks that may occur in the future. Therefore Halim Motret's management has prepared several risk controls in order to overcome all the risks that will occur in the future.*