***ABSTRACT***

*Dylan Marcell / 77160465 / 2019* */ Business Plan Establishing of Heavy Equipment Rental Business "Tunas Bintang Timur" in Pangkalan 2, Bekasi / Supervisor: Brastoro, Drs., M.M.*

*Tunas Bintang Timur is a business engaged in construction, by leasing heavy equipment, namely excavators and vibro for infrastructure and other construction projects. This business markets its business by distributing personal offers to prospective customers via e-mail, telephone, and coming directly to prospective customers. Besides this business also provides information about companies through websites and social media such as Instagram*

*The vision of this business is, "Become a successful and respected heavy equipment rental company in Indonesia and provide services that promote customer satisfaction". Then, the mission of Tunas Bintang Timur is:*

1. *Complete variations in the types of heavy equipment owned*
2. *Increase the quantity / amount of each type of heavy equipment owned*
3. *Perform routine maintenance in accordance with the procedures for each heavy equipment owned*
4. *Continue to build and maintain good relationships with customers and stakeholders in order to create loyalty.*
5. *Prosperity of all employees*
6. *Set the best price according to market conditions*

*Competition in the business world is always there. In this case, competitors for Tunas Bintang Timur were not too high, because the level of newcomers in this business was low. And demand for heavy equipment rental continues to increase.*

*Human resources are needed in running a business. For this, Tunas Bintang Timur has 1 manager, then 1 technician and 4 machine operators.*

*The initial investment requirement for Tunas Bintang Timur amounted to Rp 1.685.029.700,00 which was used to buy heavy equipment, rent buildings for 5 years, promotion costs, equipment costs and equipment costs, as well as initial cash reserves. This initial investment is a gift from parents.*

*Proforma calculation of profit and loss for 5 years from 2020 to 2024 shows a positive and visible number will always increase every year, as well as for the proforma of cash flow and proforma balance sheet. The results of the analysis of the business feasibility of Tunas Bintang Timur prove that this business is feasible to run, because judging from the break event point analysis shows that the sales generated by Tunas Bintang Timur are greater than the BEP value. Then for the value of the NPV greater than zero that is equal to Rp 1.843.232.150.00 using the credit interest rate of 12.13%. The PI value obtained is equal to 1,0939 greater than 1, Payback Period analysis that shows the return on investment from this business is for 2 years 2 months 21 days.*