# ABSTRACT

 **Eleazar Kevin Santosa / 74150017 / 2019 / *Business Plan for Business Establishment Laundry, Blue Laundry / Supervisor: Rita Eka Setianingsih, S.E., M.M.***

*The Blue Laundry company is a company that provides laundry services. The Blue Laundry company operates in parts of Central Jakarta and does not rule out the possibility that the company will expand its wings throughout Jakarta and even throughout Indonesia.*

*The Blue Laundry Company chooses to operate in Central Jakarta due to the Sudirman Park apartment that provides a place for Laundry services. With the environment that can be said to be quite crowded so that social life also develops.*

*What distinguishes the Blue Laundry company from other competing companies is that Blue will choose an apartment that does not have a balcony and also does not allow its occupants to wash inside the unit. Then it will provide an opportunity for Blue to get customers.*

*This business is estimated to require funds of Rp. 380,217,000 to run. These funds will then be allocated to the purchase of equipment, equipment, shop rental, renovation costs, and cash.*

*It is possible that Blue Laundry can open a branch outside the apartment, but due to the growing opportunities for the Laundry business is in an apartment environment, then take precedence*

*Although the Laundry business can be said to have been everywhere, but Blue Laundry is sure to remain superior in this red ocean due to the opportunities of apartments provided. With the occupants who can be spelled out, they can only wash in a laundry company within the apartment space.*

*Viewed from the financial aspect, the Blue Laundry company can be said to be worthy of the Payback Period, NPV, Profitability Index, IRR, and BEP.The plan for this business will be carried out for 5 years. The NPV calculation results from the Blue Laundry company amounted to Rp. 809,839,036.00 with paid-up capital of Rp. 380,217,000*

*And in social matters, it can be said that Blue Laundry helps the social environment rather than damaging it, by adding jobs and helping the economy.*

*And in dealing with the environment, it can be said that Blue Laundry is not as damaging as other Laundry companies, because the waste released is the same as household waste / apartments. And also from the apartment will process the waste so that there is no damage to the environment

Keywords: Blue Laundry*