# ABSTRACT

***Elok Fitri / 70150585 /2019 / Business Plan for the Establishment of Kedai Phao-Phao Thai Tea/ Advisor: Liaw Bun Fa, Ir., S.E., M.M.***

The Phao-Phao Thai Tea shop company is a company that provides fresh beverage products. The Phao-Phao Thai Tea shop company operates in parts of West Jakarta and does not rule out the possibility that the company will expand its wings throughout Jakarta and even throughout Indonesia.

The Phao-Phao Thai Tea Select Company operates in West Jakarta due to the existence of a University that has many students and surrounding communities with an environment that can be said to be quite crowded so that social life develops.

What distinguishes the Phao-Phao Thai Tea store company from other competing companies is that the price offered is relatively competitive and has a variety of flavors so people don't get bored easily. Phao-Phao Thai Tea stalls also provide member cards to customers that provide benefits to customers and companies are expected to get customer loyalty.

This business is estimated to require funds of Rp. 423.075.000 to run. These funds will then be allocated to the purchase of equipment, equipment, shop rental, renovation costs, and cash.

It is possible that the Phao-Phao Thai Tea stall can open branches outside West Jakarta, but due to the growing opportunities for the Phao-Phao Thai Tea shop business, it is in the area of priority, so it takes precedence.

Although the business of the Phao-Phao Thai Tea shop can be said to be everywhere, but the Phao-Phao Thai Tea shop is sure to be able to compete in this red ocean due to the opportunity of the flavor variants provided.

Viewed from the financial aspect, the the Phao-Phao Thai Tea 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 Phao-Phao Thai Tea company amounted to Rp. 722.300.222 with paid-up capital of

Rp. 423.075.000.

And in social matters, it can be said that the Phao-Phao Thai Tea shop helps the social environment rather than destroying it, by adding jobs and helping the economy.

And in regard to the environment, the Phao-Phao Thai Tea shop company prepares organic and non-organic landfills so that employees dispose of waste in their place so that activities in the surrounding community can run smoothly.

Keywords: Kedai Phao-Phao Thai Tea

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