***ABSTRACT***

*Elvia / 79140577/2019 / Business Plan for the Establishment of "Amazing Eye Studio" Eyelash Extension Business Studio in Cempaka Putih / Advisor: Rita Eka Setianingsih, S.E., M.M.*

*This business plan was made because the author saw the beauty industry that continues to increase every year. Many of Indonesian women who want to look beautiful with beautiful eyes are charming, but they have complaints about their eyelashes that are not curved, short, and less thick. Therefore, the authors see a profitable opportunity by establishing the eyelash extension studio "Amazing Eye Studio" to answer the women's complaints. In addition, if noted, most women are not a problem if they have to pay dearly for beauty treatments to support their appearance.*

*This Amazing Eye Studio will be located at Jl. Cempaka Putih Raya No. 20, by targeting career women, students, housewives and people who want to look beautiful. Studio eyelash extension "Amazing Eye Studio" offers services with various choices of eyelash extensions such as, Natural eyelash extension, Open Eye eyelash extension, Cat Eye eyelash extension, Baby Doll eyelash extension, and Russian Volume eyelash extension.*

*This business plan is estimated to require around Rp. 322.000.000,- for the initial capital of the establishment. The feasibility of establishing a business will be determined by calculating the value of Paybak Period (PP), Net Present Value (NPV), Profitability Index (PI), and Break Even Point (BEP). This calculation was made to determine opportunities and competition in the beauty industry, especially the eyelash extension studio business.*

*Based on the calculation of the projected business feasibility, it shows that the sales value is greater than the Break Even Point (BEP), the Payback Period (PP) results can be achieved within 1 year 7 months, the Net Present Value (NPV) of Rp. 1.271.920.509,-, and the value of the Profitability Index (PI) of 4. The conclusion from the results of the financial feasibility analysis is that Amazing Eye Studio is feasible to run.*

*Keywords: Studio, eyes, beautiful,*