***ABSTRACT***

***Erland Christopher Djajadi / 70130363 / 2019 / Business Plan of “Mizi Furniture” / Advisor : Ir. Liaw Bun Fa , S.E.,M.M.***

 *Mizi Furniture is a furniture manufacturing service with a minimalist size and unique concept and design. Besides, Mizi Furniture can also help customers to customize their own furniture. Mizi Furniture operates in the South Jakarta area.*

 *The products produced by Mizi Furniture have the best quality with relatively affordable prices. The target market is young people or young families of middle and upper classes who have an interest in wood furniture that is not only classic but also modern.*

 *This business is expected to require an investment fund of Rp. 562.763.150. The investment funds will be allocated for store rent, land rent for workshops, tool purchases, as well as equipment purchases*

 *Mizi Furniture viewed through financial aspects is feasible to run. Mizi Furniture meets the eligibility criteria from the Net Present Value analysis, Break Even Point, and Profitability Index. The projection is calculated with a period of 5 years. Mizi Furniture will also get the business capital back within a period of 4 years 1 month and 13 days according to calculations using the Payback Period method.*