**RENCANA BISNIS PENDIRIAN USAHA SALON MOBIL**

***“TIMUR JAYA MOTOR (TJM) CAR SPA”***

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**ABSTRACT**

FransYogieSuliman / 74140239 / 2019 / Business Plan Establishment “Timur Jaya Motor (TJM) Car Spa”in Mustika Jaya, Tambun, West Java/ Supervisor: Muhammad Fuad, S.E., M.P.

TJM Car Spa is a business in car polishing. The services offered by TJM Car Spa are exterior, interior and car engine treatments that include car wash plus wax, car salon specialist, interior polishes, exterior polishes, engine polishes, and polished packages from exterior and interior machines. TJM Car Spa markets its products by collaborating with influencers, through Instagram social media and brochures. TJM Car Spa was established on Jalan Raya Mustika Jaya No.53, Kota Legenda Line, Mustika Jaya, Tambun, West Java 17158.

TJM Car Spa has a vision for "Making TJM Car Spa recognized as a car salon business that has a flexible, comfortable and workable place to work". Mission of TJM Car Spa:

1. Providing customer satisfaction TJM Car Spa
2. Providing good service in terms of result and quality
3. Provide a friendly customer service
4. Understand the customer need from TJM Car Spa

Competition is a natural thing in a business. In this case, competitor of TJM Car Spa is very high because of the business category TJM Car spaits already everywhere. To overcome this, TJM Car Spa presents differentiation from its competitors. Where differentiation is in the form of comfort, TJM Car Spa facilities, high quality raw materials, as well as the layout used by TJM Car Spa.

Human resources are indispensable for a business. TJM Car Spa has 4 sections in cashier manager, supervisor, and employee totaling 6 people.

Initial investment required TJM Car Spa amounting to Rp296.185.000 which is used for the cost of buying equipment, raw materials, shop rental, and cash reserves. This initial investment is a grant from parents.

The feasibility of a business is a matter to consider in order to assess whether the business is viable or not to be invested. Proformaincome statement for 5 years from 2020 to 2024 show a positive number and always increase every year as well as proforma cash flow and proforma balance sheet. Result of feasibility analysis of TJM Car Spa proves that the business is feasible to run from the analysis of break even point indicating that the resulting sale is greater than BEP value. The NPV value is greater than zero which is Rp302.963.922 using the loan interest rate of 5,25%. The IRR value obtained is 33.201% greater than the expected Rate of Return of 28,62% . Payback Period Analysis shows the return of this investment for 3 years 7 month 7 days.