***ABSTRACT***

*Kevin Novandio Layvin / 76150396/2019 / Business Plan for Wholesale KENO Apparel Business in Jakarta / Supervisor: Drs. Leonardus Saiman, M.Sc.*

*Grosir Kaos KENO is a business that is engaged in the wholesale of apparel and business concepts that are used, namely the concept of kiosk / shop. Wholesale T-shirt KENO sells plain oblong t-shirts wholesale at the Tanah Abang Metro Wholesale Center. Wholesale KENO shirts are located on Jl. KH. Wahid Hasyim No. 187-189, Kebon Kacang, Tanahabang, Central Jakarta.*

*Grosir Kaos KENO has the vision to be "Being the best quality clothing wholesale provider in Indonesia".*

*Grosir Kaos KENO also has a mission to create customer satisfaction by providing the best quality products and services, then providing prices to compete with competitors and build customer loyalty.*

*The products offered by Grosir Kaos KENO are plain T-shirts that have 6 color variants in 1 pack of shirts sold wholesale.*

*Like any other business, a marketing strategy is needed to increase public awareness of the presence of Wholesale Shirt KENO. In this case, Wholesale Shirt KENO carries out various efforts in marketing to increase brand awareness of Wholesale KENO shirts.*

*Human resources are needed to support the operational activities of the KENO Wholesale Shirt business. Currently there are nine employees planned.*

*The initial investment needed for Wholesale KENO shirts is Rp 2,247,523,300.00 which is used for cash reserves, equipment costs, equipment costs, rental costs, and raw material costs.*

*This initial investment is a grant from parents. The results of financial analysis show that the BEP of sales value is higher than the costs incurred.*

*For NPV the value is 221,216,502. For IRR, a value of 19.728% is obtained which is greater than the predetermined interest rate of 11.50%, while the payback period is obtained 3 years 10 months 12 days with a maximum limit of 5 years. The conclusion of this financial feasibility analysis is that the KENO Wholesale business is feasible to run.*