**ABSTRACT**

Kurniawan Adi Nugroho / 75150292 / 2019 / *Business Plan for the Establishment of the "69 Mart" Minimarket Business in South Sumatra* / *Advisor*: Rita Eka Setianingsih, S.E., M.M.

*69 Mart is a business that is engaged in modern retail and business concepts that are used, namely the concept of minimarkets. 69 Mart sells various kinds of basic necessities needed by each household. 69 Mart is located on Jl. Palembang-Betung Km.30 Sembawa, Banyuasin, South Sumatra.*

*69 Mart has a vision of "Being a superior modern retailer in Indonesia". 69 Mart also has a mission to create customer loyalty at 69 Mart, then provide prices that compete with competitors and create customer satisfaction.*

*The products offered by 69 Mart are like rice, oil, drinks, snacks, formula milk, kitchen spices, baby and adult diapers, cosmetics, soap, shampoo, stationery, medicines, glassware, and underwear.*

*69 Mart has a competitive advantage in minimarket competition, namely having excellence in service, competitive prices, and complete products. So that the superiority of 69 Mart is a strength factor in competing with competitors in the minimarket industry.*

*Like other businesses, a marketing strategy is needed to increase public awareness of the 69 Mart brand. In this case 69 Mart has a positioning that is "Wong Kito Galo's Choice" to strengthen positioning and brand awareness of 69 Marts.*

*Human resources are needed to support the business operations of 69 Mart. Currently there are thirteen people planned.*

*The initial investment needed for 69 Mart is Rp. 849,851,900.00 used for cash reserves, equipment costs, equipment costs, shop rental costs, and renovation costs. This initial investment is a grant from parents.*

*The results of the investment analysis show that the BEP of sales value is higher than the costs incurred. For NPV obtained a value of 2.159.981.414,52, for PI obtained a value of 2.541 greater than 1. While for the payback period obtained 1 year 9 months 12 days with a maximum limit of 5 years. The conclusion of this investment feasibility analysis is that the 69 Mart business is feasible to run.*

*69 Mart has several risks that may occur in the future. Therefore 69 Mart management has prepared several risk controls so that this business can overcome all risks that will occur in the future.*