

ABSTRACT

Leonard / 75150308/2019 / Business Plan for the Establishment of "Alledion Autocars" in Sunter, Jakarta / Supervisor: Drs Akromul Ibad MM

Business Sale and Purchase of Used Cars Premium Alledion Autocars is a business engaged in buying and selling premium class cars where Alledion Autocars provide used cars for sale both with cash payment systems, credit and trade-in processes from consumers, the car itself is useful to support day-to-day mobility days or for the event to show the identity and prestige of these consumers.

Business of buying and selling used cars Alledion Autocars was established at Sunter Blok C1 No. 1 Sunter North Jakarta Automotive Exchange and can also be contacted via telephone number 08xxxxxxxxxx and also email at alledionautocars@gmail.com

The vision of Alledion Autocars is to become the Market Leader of used car showrooms in the Jakarta region and be able to maintain consumer satisfaction well.

The target market chosen by Alledion Autocars is middle to upper class consumers with income > 20 million per month and also consumers who like cars.

Alledion Autocars marketing strategy is through social media such as Instagram and also advertises of used cars sold in marketplaces such as olx.co.id and mobil123.com.

In running a business it is necessary to pay attention to the feasibility of the business. After calculating, it can be concluded that: the revenue of the Alledion Autocars every year always exceeds the value of its Break Event Point target; the calculation result of Net Present Value is positive, that is Rp. 4,943,241,747.29 Rp > 0; Profitability Index is worth Rp. 2,264,728,671 > 1; Payback Period is: 1 Year 22 Months 73 Days Based on the conclusion of this financial planning Alledion Autocars can be said as a business that is feasible to run.

Keywords: buying and selling used cars, premium used cars