***ABSTRACT***

*Lius Ernawati / 73150236/2019 / Business Plan for "Mebelloka Furniture" Business Establishment in Cibubur, Jakarta Timur / Advisor Liaw Bun Fa, Ir., S.E., M.M.*

*Mebelloka Furniture is a furniture store that sells a variety of local production furniture products. Besides selling furniture, Mebelloka Furniture also sells home decor products. With the concept of a place of sale in the form of a showroom, the products are displayed in an attractive manner with a supportive interior design concept.*

*Mebelloka Furniture has a vision "To be a professional and selected furniture company at the national and international levels and to work with all stakeholders in meeting the needs of household furniture and beautifying every corner of your room". Mebelloka Furniture's mission is to provide quality and varied furniture products, prioritizing professional services for consumers, selling according to trend developments, providing welfare benefits to employees and building trust in customers.*

*Mebelloka Furniture is a business start-up with a simple organizational structure, where the manager directly oversees 3 divisions namely financial, sales, and logistics. With a total of human resources used as many as 8 people.*

*The initial investment required for MebellokaFurniture is Rp 2,491,454,008 which is used to purchase operational vehicles, equipment, equipment, raw materials, building rental, renovation, permit fees, selection, recruitment, and others.*

*The feasibility of a business is something that needs to be considered to assess whether the business is feasible or not to be invested. The business feasibility analysis used is BEP, Net Present Value, Payback Period, and Profitability Index.*

*Keywords: Showroom, Furniture, Mebelloka Furniture.*