***ABSTRACT***

*Malvin Deri Irwandi Putra / 78150387/2019 / Business Plan - Establishment of Interior Business "Vania Decor" in Jakarta / Mentor: Ir. Liaw Bun Fa, S.E., M.M.*

*Vania Decor is a business engaged in the interior, which sells various kinds of room decorations such as wallpapers, carpets, curtains, parquet, vinyl, glass film, blinds and installation services. In addition, this business also sells interior accessories such as skirting, end profile, transition for floor side and accessories for curtains, step nosing and other interior accessories. Vania Decor has a vision of "Creating value to the community about Vania Decor Interior stores with various conveniences and giving servants wholeheartedly to create a customer satisfaction".*

*Vania Decor is an individual company located on Jl. Pangkalan Asem Raya no.7b, Cempaka Putih, Central Jakarta. Vania Decor can be contacted via the e-mail address vaniadecor@gmail.com or call number 089653945814, this business is planned to open in January 2020.*

*In analyzing industry and competitors, Vania Decor uses PESTEL analysis, analysis of five strengths of porter model, analysis of Competitive Profile Matrix and SWOT analysis.*

*The target market of Vania Decor is men and women aged 17 years and above, the middle to upper class, does not rule out the possibility of targeting the middle and lower classes.*

*The products offered are interior room needs with a total of 171 products. The marketing strategy set by Vania Decor is through social media, word of mouth, brochures, billboards and direct sales.*

*Human resources are important things so that a business can run well. Vania Decor has 7 parts of work including managers, administration, finance, marketing, shop employees, couriers and installation staff.*

*The financial or investment feasibility analysis of Vania Decor includes an analysis of Payback period (PP) which is expected to reach a turning point in 3 years 7 months 8 days, for net present value (NPV) the value is greater than 0, total is Rp 96,419,806, for profitability index (PI) value is more than 1 which is 1.068, while the break-even point (BEP) analysis of the sales value of Vania Decor is greater than BEP each year, this indicates that this business can be said to be feasible to run.*

*Keywords: Interior, accessories, analysis, Vania Decor*