

## **ABSTRACT**

**Mardysius / 74150224 / 2019 / Business Plan Business Establishment Household Assistant Instant Clean / Mentor : Ir. Liaw Bun Fa, S.E., M.M.**

*Instant Clean company are service company that provide a household assistant who have a good quality. Instant Clean Company are operatin in West Jakarta and does not rule out the possibility to spread their wing throughout all Jakarta even Indonesia.*

*This company is established by Mardysius and have an office that located at Duri Kosambi. Later this office will be used for train the new household assistant and as a register place for a new client*

*Things that makes Instant Clean different with other company is that household assistant that provided by Instant Clean will not stay at client's house. They will only work for 1,5 hours at client's house that include brooming, mop up the floor, clean the toilet, wash the dish, and bring the dirty clothes to the laundry. This will makes the client to be able to save more money because the don't need to bear the life of household assistant.*

*The market target from Instant Clean company are family with middle to upper income. Therefore the target that Instant Clean want to reach are family that live in apartment with 3-4 family members.*

*This business need 62 peoples that consist of a director, a finance, supervisor, administration, office boy, marketer, and household assistant.*

*This business needs Rp 276.640.900 approximately to fund for it can be operate. Later then this fund will be allocate to purchasing inventory, equipment, renting the work place, renovating, and taking care of licensing to be a Commanditaire Vennootschap.*

*As seen from financial aspect, seems that Instant Clean are worth to be invested and operated. Based on payback period, net present value, profitability index, internal rate of return, and break even point. This business are planned to be run for 5 years. The result of counting the net present value from Instant Clean company are Rp 1.241.839.587 with paid up capital of Rp 276.640.900*

*Key word : Assitant, household, clean*