***ABSTRACT***

*Meliana / NIM 73150559 /2019 / Business Plan Establishment Fashion Business “Batik Village” at Harapan Indah / Supervisor: Martha Ayerza Esra, S.E, M.M.*

*Batik Village Company is a company that provides batik products that are expected to rise awareness of millennial generation to understand the meaning of batik which the original product from Indonesia.*

*Batik Village companies choose to operate in Harapan Indah Bekasi because the prices of the industri are relatively cheap compared to the Capital City and its surroundings, and the sales are done online.*

*What differentiate Batik Village Company is that it provides batik products with a more modern concept where the clothes produced combine batik materials and other clothing materials.*

*This business is estimated to require funds of Rp. 3.162.154.800**to run. These funds will then be allocated for the purchase of equipments, shop rental, renovation costs, and cash.*

*It is possible that Batik Village can open an Offline Store, which is a physical store. But because of the opportunities that make Batik Village take the Online path as the beginning of a business trip.*

*Although it has been a lot of batik business, but Batik Village believes that it can still compete in the Red Ocean, because fashion is included in the creative economy industry sector and batik is one of Indonesian cultures that is always promoted by the government to the community and other countries, so that this business has the good opportunity in the future.*

*Viewed from the financial aspect, Batik Village can be said to be feasible, seen from the Payback Period, NPV, Profitability Index, IRR and BEP. Of all the categories above, all calculations say that it is worth running this business.*

*In social matters, it can be argued that the Batik Village helps the social environment and not damage it, because by opening jobs and helping the economy. And in regard to the environment, Batik Village guarantees that it will not harm and damage the environment.*

*Keywords : Fashion Industri, Fashion Batik, Batik Village*