# ABSTRACT

 Melvina / 79140294 / 2019 / *Business Plan for Business Establishment Laundry, Coin Express* / Supervisor: Dra. Bernadine, M.Com.

Coin Express is a company that provides laundry services. Coin Express operates in the residential area of ​​Kota Harapan Indah, West Bekasi and does not rule out the possibility that the company will spread its wings throughout Jabodetabek and even throughout Indonesia

Coin Express chose to operate in the residential area of ​​Kota Harapan Indah, West Bekasi because Kota Harapan Indah housing area has many other housing complexes that surround the Kota Harapan Indah residential area, with an environment that is arguably quite lively as life develops.

The difference between Coin Express and other laundry competitor companies are that Coin Express offers a new washing sensation (self service laundry), fast processing laundry, and offering separate washing between one customer's clothes and another customer's clothing.

This business is estimated to require an initial funding of Rp 456,561,000 to run. These funds will then be allocated to purchase equipment, supplies, rent shop house, and initial cash. Funds of Rp. 456,561,000 come from writers' savings and grants from parents.

The target market for Coin Express refers to the whole community because washing clothes is a primary daily need that must be used everyday. Meanwhile, to get customers continuously, marketing strategies such as promotion using social media, collaboration with OVO, membership card, and promotion using word of mouth is done continuously in order to create brand awareness, customer satisfaction, thus creating customer loyalty.

Judging from the business feasibility calculation which is Payback Period / PP, it takes 2 years 6 months 10 days for a period of return on investment that can be said to be feasible because it is less than 5 years. Mean while, Net Present value / NPV Coin Express generates a figure of Rp184,680,792 so that it can be said to be feasible because it already makes a profit. Judging from the Profitability Index, a figure of 1,40 is obtained which can be said to be feasible because it is more than 0, and seen from the Break Even Point / BEP it can be said to be feasible because the sales per year that have been obtained have exceeded the annual BEP value (2020-2024).

Keywords: *Coin Express*