***ABSTRACT***

*Michael / 74150037/2019 / Business Plan Establishment of the Online Fashion Business "Studio Jeans" in Jakarta / Advisor: Ir. Liaw Bun Fa, S.E., M.M.*

*The plan to establish this online-based fashion business is due to the huge opportunity to set up this business where the trend of online shopping is increasing rapidly and also the fashion industry is the product most often purchased online. In addition, the rapid development of market place will certainly help entrepreneurs to develop their business more effectively and efficiently.*

*Studio Jeans or what can be abbreviated as SJ is a business that is engaged in fashion that specifically sells denim jeans collection for women produced locally with good quality at a price that is relatively accessible to all groups. SJ itself only focuses online sales by utilizing the marketplace and social media for promotional activities to be better known by the wider community.*

*SJ will be operated with a simple structure which consists of a manager who oversees 2 parts namely sales staff and operational staff. SJ requires a total of 3 employees in its operational activities.*

*SJ operates on Taruna 3 No.2, Jakarta Pusat requires an initial investment of Rp. 539.559.500* *from self and parents. Financial analysis from SJ itself shows positive results where sales every year are above Break Even Point and generate Net Present Value of Rp 424.845.009 > 0. Internal Rate of Return is 28.95% above l0.72%. Payback Period for 3 years 3 months 21 days where less than 5 years. Profitability Index 1,7873923249* *> 1. Based on various financial analyzes above, it can be concluded that SJ is feasible to be realized.*