***ABSTRACT***

*Michael Christian / 70150262 / 2019 / Business Plan for the Establishment of Laundry Services “Randori” in Kemayoran, Jakarta Pusat / Advisor: Agus Salim, S.E., M.B.A., M.M.*

*Randori is a business which is specialized in laundry services for clothing and bedding. Randori will be established in the author’s residence, precisely in Gg. Mangga No. 13 Jl. Garuda, Kemayoran, Jakarta Pusat.*

*Randori has a vision of “Making Randori as the most sought after laundry service by the local community with professional service”. Randori also has a mission to provide good service, satisfying quality, and responsibility.*

*To be able to compete with competitors, a business advantage needs to be created. The superiority of Randori's business is the low price of washing services with high quality services and results.*

*Like any other business, marketing strategies are needed to increase public awareness of Randori. In this case, Randori has a positioning as “Professional Laundry Service at Affordable Rate” to strengthen positioning and brand awareness. The form of promotion carried out by Randori through the installation of banners and x-banners in front of the store.*

*Human resources are needed to support the operational of Randori. Randori currently planned to have 4 employees, consisting of owners who is concurrenly as manager, 1 cashier, and 2 staff.*

*Randori has several risks which are expected to occur in the future. Therefore, several anticipatory strategy have been determined, such as giving maximum services, conducting quality control, and following the laws and government regulations.*

*The initial investment needed by Randori is at Rp 75.000.000,- which is used for renovation cost, equipments cost, reserves cost, vehicle cost, and operational cash. The initial investment of this business comes from the personal savings of the owner.*

*From the result of the financial feasibility analysis that has been conducted, Randori has given a positive results, which is feasible to run with Payback Period of 1 year 3 months 25 days, the Net Present Value is above 0 (zero) in the amount of Rp 307.225.485,-, the value of Profitability Index is 5,0963, and the annual sales are greater than the Break Even Point.*

*Key Words : Randori, laundry,* *investment, Payback Period, Net Present Value, Profitability Index, Break Even Point*