**ABSTRACT**

*Michael Dermawan / 70150020 / 2019 / Business Plan Establishment of the Business of Cultivating Gourami "Empang Gurami" in Purwakarta, West Java / Advisor: Brastoro, Drs., M.M.*

*Empang Gurami is a business that moves in fishing which cultivates gouramy and offers its main products, namely gouramy which is ready to be consumed and processed by buyers. Gurami Empang is located on Jl. Pemuda III, Pesawahan, Purwakarta.*

*Empang Gurami has a vision of "To become freshwater fish, especially carp, which is the choice of the people who prioritize quality, and fast service". Gurang Gurami also has a mission to expand marketing reach to meet the desired target, continue to develop innovations for the continuity and resilience of the company, provide satisfaction to owners, employees, and customers.*

*The products offered by Empang Gurami is Gouramy Porcelain are suitable for consumption in terms of size, meat quality, and freshness.*

*To compete with the competitors, a marketing strategy is needed to offer Empang Gurami products to the public. In this case, Empang Gurami uses a "direct selling" marketing strategy to offer products to the public and prospective consumers.*

*Human resources are greatly needed to run this business and other operational activities. At this time Empang Gurami plans to employ as many as 6 people including managers.*

*The initial investment needed for Empang Gurami is Rp. 345,635,500, it will be used for initial cash, costs of equipment, cost of supply, raw materials, pick-up cars, making ponds, office renovations, leasing land.*

*The results of the financial analysis showed that the sales owned by Empang Gurami were higher than the costs incurred, then the Gurami Empang obtained a positive NPV of Rp. 37.052.090. For PI, Gurami Empang gets 1.10 bigger 1. The company payback period will be obtained 4 years 11 months 9 days with a maximum limit of 5 years. From the results of the financial feasibility analysis that will be conducted, it can be concluded that the Empang Gurami business is feasible to run.*