**ABSTRACT**

Mika Yusiyani / 76150316 / 2019 / Business Plan of Cardstory at Sunter, North Jakarta / Mentor : Drs., Brastoro, M.M.

Cardstory is an invitation card vendor that innovates by offering many design choices and invitation forms as well as types of invitations that are not only physical invitations but online invitations; which is video. Having a vision to make Cardstory as the first card vendor of the choice based on the best quality, creative design, and affordable price.

Cardstory can adjust the budget based on pricelist, type, and design so that customers have high flexibility to choose the right invitation and according to the budget. It is planned that this business will be established in the Sunter, North Jakarta.

Cardstory has the power in flexible pricing, meeting facilities, and a variety of design choices for invitation cards and online invitations from its competitors. The target market of Cardstory is all domestic and international communities, both male and female. People from the middle to upper classes with practical lifestyles with high mobility, and have a taste for good quality designs and raw materials.. In running this business, there will be 4 employees consisting of 1 manager, 2 designers, and 1 frontliner.

From the calculation of business feasibility, this business is feasible to run. Where the total value of sales is above break even in the second year. This project is estimated to return capital in 1 year 1 month 10 days which is faster the project life is 5 years. In addition, the value of the NPV calculation shows a positive number of Rp. 232,154,186.2.