*ABSTRACT*

*Muhammad Fathurrahman / 78140206 / 2019 / Business Plan for the Establishment of Rumah Oleh-Oleh ‘Sriwijaya Etniq Galeri’ (SEGA) in Palembang South Sumatera / Advisor: Muhammad Fuad, S.E. M.P.*

*Rumah Oleh-oleh Sriwijaya Etniq Galeri is a business engaged in tourism that sells food and crafts speciality from Palembang and South Sumatera. Rumah Oleh-oleh Sriwijaya Etniq Galeri will be built up at Proklamasi Street Block J 15, Palembang.*

*Rumah Oleh-oleh Sriwijaya Etniq Galeri has a vision like “ Being a Souvenirs Centre Speciality from Palembang that has quality and will be the customer’s first choice “. Sriwijaya Etniq Galeri has mission for giving the best services, improving product quality and expanding the network.*

*Like any other business, management strategy is very crucial to improve citizen’s awareness to Sriwijaya Etniq Galeri. In this case Sriwijaya Etniq Galeri have positioning is “With Love From Palembang” for strengthen positioning and brand awareness.*

*Promotion of Sriwijaya Etniq Galeri is through several ways such as word of mouth and with social media like Instagram.*

*Human resources are needed to support the operational activities from home business of Sriwijaya Etniq Gallery. Right now it is planning 7 employees will be recruit.*

*Sriwijaya Etniq Galeri has first investment as much as Rp. 498,491,800 this money for renovations, supply, material, cash reserves, and buying stuff for sell. The initial investment from parents.*

*Sriwijaya Etniq Galeri has many risk that are predicted in the future. So, Sriwijaya Etniq Galeri prepares many strategies to against that risk.*

*The result form of financial analysis showed a BEP value of sales higher than cost incurred. For NPV got Rp. 534,093,844 while the payback period is obtained 2 year 8 months 22 days with a maximum limit of 5 years. The conclusion from this analysis is that Sriwijaya Etniq Gallery's home business is worth to run.*

*key word: Sriwijaya Etniq Galeri, BEP, NPV*