**ABSTRACT**

*Natal Markus Malemta Simanjuntak / 79140623 / 2019 / Business Plan for Establisment a Shoe laundry Business.”. Shoesclean in the district of Bogor, West Java/ Advisior: Wiwin Prastio, Drs, M.M.*

*Shoesclean is a business which is engaged in Shoes laundry which sells a package of shoe washing services. Namely washing, polishing and also repairing of shoe. Shoesclean will be established in Ciangsana road at 5 th kilometer. Bogor*

*Shoesclean has a vision of “ making Shoesclean a famous shoe laundry and providing the best quality service to costumers”. Shoesclean also has mission to provide good service and to inovating in improving service to costumer and expand the service sales network.*

*Like any other business, marketing strategies are needed to increase public awareness to trust the Shoesclean brand in this business has a positioning as “clean shoes make self-confidence increase” to strength then a positioning and brand awareness*

*Framework of promotion are carried out by Shoesclean, through several methods as mouth to mouth or word of month promotion and through social media like instagram*

*Human resources are needed to support the operational of the shoe laundry business of Shoesclean, when we planned there were 3 employees .*

*Business Shoesclean needs the initial investment at Rp. 91.242.000 to used too interior instalation,, equipment cost, cost reserves, procurement at goods for business completeness this initial imvestment is a gift from my perents*

*This Business has several risks, which is expected happen in the future. Therefore. This business has developed several strategies to counter these risk..*

*The result of financial analysis showed a BEP value of sales higher than cost incurred. For NPV got a value of Rp. 187,625,749 while the payback period is obtained 1 year 2 months 7 days with a maximum limit of 5 years. The conclusion of a financial feasibility analysis this business is that Shoesclean business is worth to run.*

*key word: Shoesclean, BEP, NPV*