***ABSTRACT***

*Neilson Wijaya / 72150112 / 2019 / Business Plan for online shop kids underwear “Neiku Underwear on Pademangan, North Jakarta / Supervisor: Muhammad Fuad, S.E., M.P.*

 *Neiku Underwear is a business engaged in online sector. Neiku Underwear sells a trendy children underwear. Neiku Underwear's office will be located on Jalan Pademangan III Gang 18 No 252, Kel. Pademangan Timur, Kec. Pademangan, North Jakarta.*

 *Neiku Underwear has a vision of "To be the famous kids underwear brand in Indonesia". Neiku Underwear also has a mission to create customer satisfaction by providing qualified products and services, and build a good relationship with customer.*

 *Products offered by Neiku Underwear are boys and girls underwear with various picture choices that liked by children, Products by Neiku Underwear has five levels of size starting from size S until size XXL.*

 *Like any other business, marketing strategies are needed to increase public awareness of the brands and products that a business offered. In this case Neiku Underwear plans to use social media, market places, and business cards in marketing their business.*

 *Human resources are needed to support business activities. Currently, there are three people planned by Neiku Underwear, consisting of one owner as a manager too, and directly oversees two parts of the divisions one administration selling person and one operational person.*

 *The initial investment needed by Neiku Underwear is Rp. 745.728.176,- which is used for initial cash, equipment costs, supply costs, commodity costs and installation costs. This initial investment comes from parent grants. Estimated performance of the income statement over the next five years from 2020 to 2024, Neiku Underwear generates an increase in profits annually. Judging from the performance of the cash flow statement, the final cash flow for the first year is positive and followed by a constant increase in the following year. While the results of calculations by appraising the feasibility of investment is feasible by generating NPV amounting to Rp 499.655.485 ,- by using the credit rate of 11.18%. If we look from the calculation of the profitability index, Neiku Underwear has a PI of 1,67 > 1. In addition, the known return period of investment is for 2 year 9 months 26 days. From the above calculations, it can be concluded that Neiku Underwear business establishment plan is feasible to run.*