

ABSTRACT

Nendy Octavian / 74150279 / 2019 / Business Plan for the Establishment of "Toko Perhiasan Emas Gunung Agung" in Pasar Baru, East Bekasi/ Advisor: Drs.Akromul Ibad, MM.

Toko Perhiasan Emas Gunung Agung is a business that is engaged in manufacture services and buying and selling jewelry. Toko Perhiasan Emas Gunung Agung sells a variety of jewelry services starting from 22 carat gold and up to 24 carat of gold. Toko Perhiasan Emas Gunung Agung is located on Jl. Prof Moh Yamin, No. 72, East Bekasi.

Toko Perhiasan Emas Gunung Agung has a vision to be the number one in quality and honesty in Indonesia.

The products offered by Toko Perhiasan Emas Gunung Agung have a variety, starting from 22 carat of gold and up to 24 carat of gold.

Like other business. a marketing strategy is needed to be increase public awareness of the Toko Perhiasan Emas Gunung Agung brand. In this case Toko Perhiasan Emas Gunung Agung has one marketing strategy by giving reward.

Human Resources are needed to support the business operations of Toko Perhiasan Emas Gunung Agung. Currently there are six employees will be planned.

The initial investment needed by Toko Perhiasan Emas Gunung Agung is around Rp 1.460.323.000,- which will be used as cash reserves, equipment costs, shop rental costs, and the cost of renovating the building. This initial investment is a grant from parents. The results of financial analysis show that the BEP of sales value is higher than the costs incurred. For NPV obtained a value of 10.650.209.251 for PI obtained a value of 7.293 greater than 1. While for the payback period obtained 10 month and 2 days with a maximum limit of 5 years. The conclusion of the results of this financial feasibility analysis is the business of Toko Perhiasan Emas Gunung Agung is feasible to run.

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