***ABSTRACT***

*Renaldi Darmawan* / *77150405 / 2019* / *Business Plan for Custom Printed Tee EVERINKED Business in Pademangan, North Jakarta* / *Supervisor : Drs. Leonardus Saiman, M.Sc.*

*Custom Printed Tee EVERINKED is a business engaged in t-shirt printing, using online/e-commerce based business. Custom Printed Tee EVERINKED sells t-shirt based on customer specification through online selling. Custom Printed Tee EVERINKED is located on Jalan Pademangan 2 Gang 28 No. 4, Pademangan, North Jakarta*

*Custom Printed Tee EVERINKED has the vision to be “a reputable printed t-shirt vendor which is flexible in Greater Jakarta Area.*

*Custom Printed Tee EVERINKED also has the mission to provide custom printed t-shirt with high quality and reasonable price, creating a good, easy, practical, and efficient service, marketing our products to the people through social media, and providing t-shirts with customizability according to customers.*

*Custom Printed Tee EVERINKED provides custom printed t-shirt that can be customized with customer’s specification*

*Like other businesses, a marketing strategy is required to increase people’s awareness of the presence of the company.*

*To do so, Custom Printed Tee EVERINKED will do various efforts in marketing to increase brand awareness of Custom Printed Tee EVERINKED*

*Human Resources is required to run the operational errands in Custom Printed Tee EVERINKED. To this date, it is planned to hire nine workers.*

*The initial investment for Custom Printed Tee EVERINKED is Rp. 656,754,000, which will be used for cash deposit, equipment costs, supplies costs, rental costs, and raw materials. Initial investment comes from writer’s account. The results of financial analysis show that the BEP of sales value is higher than the costs incurred, which is* *Rp. 1.740.105.000 by Rp. 561.538,877*

*With Net Present Value, as an indicator of company’s ability to run its equity, is 1.277.177.394. With Internal Rate of Return, as a comparison to national return rate, is 64,922,%, greater than predetermined rate of 10%, with payback period of 1 years, 6 months, and 27 days, with maxima l of 5 years, to indicate a company’s payback period on equity, and 1,936 on profitability index, It is concluded by financial feasibility analysis that this business is feasible to run.*