***ABSTRACT***

*Roni / 79140603/2018 / Business Plan for the Establishment of "POPO JEANS" Jeans in East Jakarta / Advisor: Ir. Liaw Bun Fa, S.E., M.M.*

*Reasons for establishing a jeans business referring to the expectations of the community and the needs of the community will need jeans. Jeans are never short of enthusiasts and are a model of pants that are not outdated. Can be proven by the early appearance of jeans in 1873 until now there are still many and many who wear, both young people to the elderly.*

*POPO Jeans is a business engaged in the field of fashion that specializes in selling jeans for men and women. POPO Jeans are bought locally and are of good quality. The price offered is relatively preferred by many people. Sales of POPO Jeans not only support offline sales, but also online by utilizing websites, markets and social media for promotional activities to be widely known by the public.*

*POPO Jeans has a simple organizational structure consisting of a manager, 1 sales administration staff, 1 financial administration staff, and 3 tailors in its operational activities.*

*The POPO Jeans business is operated on Jln. Raya Buaran Indah No 117, East Jakarta. Requires an initial investment of IDR 220,174,817 needed from parents. POPO Jeans financial analysis shows positive results for sales every year placed above the Break Even Point and generate a Net Present Value of Rp 210,989,784> 0. Internal Rate of Return of 39.65% above 11.26%. Payback Period for 2 years 4 months 25 days where less than 5 years. Profitability Index of 1.958282999> 1. Based on financial analysis, it can be concluded that POPO Jeans is feasible to be realized.*

***Keywords****: jeans, good quality, affordable prices.*