**ABSTRACT**

Sella Juniati / 78150529 / 2018 / *Business Plan Establishment of “Bright English Course “ English Tutoring in* Taman Harapan Baru*, North Bekasi / Mentor:* Martha Ayerza Esra, S.E, M.M

*This company provides english tutoring service for children between the ages of four to twelve years (kinderganden and elementary school ) an easy to understand and fun learning system are given so that the children could understand subject much easier.*

*The company is planned to operate on January 2020 and will be established in Taman Harapan Baru, Blok C1 no 10, North Bekasi. The vision of Bright English Course are bringing out the best graduates and becoming the trendsetter of English subject in Jabodetabek in 2024. Some marketing strategies that can be implemented are brochure marketing, giving presentation to scholl, banner, t-shirt of Bright English Course, free trial, social media, word of mouth, and ID card.*

*The methods used for feasibility analysis are Payback Period*, *Net Present Value*, *Profitability Index, Internal Rate of Return, and Break Event Point. On an analysis payback periodnless than 5 years, exactly in 2 years 5 months, 26 days. NPV calculation, the value is more than 0 that is Rp* 1. 666.273.064. *for* *Profitability Index*, *more than 1 that is* 3,058103936*. For an IRR value is 52,58% that is more than standart interest rate, which is 44%, and value sales made by Bright English Course is more than BEP value each year. From the whole analysis that are mentioned above , the business Bright English Course is deemed acceptable.*