***ABSTRACT***

Shanty Dharmawan / 71150265 / 2019 / *Business Plan of De’ Japan Tour and Travel in North Jakarta / Mentor* Brastoro, Drs., M.M.

*De’ Japan Tour and Travel is a business that run in travel industry specialized to Japan area. This business establishment cause by increased number of holiday trend that happened among the society every year, including Japan. This business concept provide special tour package to many cities in Japan with affordable price and there is also custom tour service.*

*Have a vision to become the best and most unique specialized tour service provider to Japan area in Indonesia.*

*This business will be open at Sunter, North Jakarta.*

*Compared by the competitors De’ Japan Tour and Travel streghts are service quality, itinerary and price.*

*This business market target are peoples who lives around Jabodetabek area with age between 18 – 45 and having a hobby to go on vacation.*

*To introduce this business, there is some strategies such as distribusing brochures, using social media and endorsement to travel blogger.*

*There will be 5 employees to run this bussiness, which cosist manager, marketing, administration and tour guide.*

*From the calculation of business feasibility, this business is feasible to run. Which the number of total sales always above the break even point. From the calculation of business investment feasibility this project will have a payback period in 1 year 11 months and 24 days, which faster than this project age which is 5 years. Other than that, the number of NPV show a positive number which is Rp 437.187.394 with the IRR number 43%.*

*Keywords : Tour, Japan, De’ Japan Tour and Travel*