

ABSTRACT

Steven A Gracia / 73150544 / 2019 / Business Plan for Business Establishment of "Home Mart" in Palembang, South Sumatera / Mentor: Brastoro, Drs., M.M.

Home Mart is a business that is engaged in modern retail with the concept of a supermarket. Home Mart sells a variety of building materials and home equipment. Home Mart is located on Kopral Anwar, Kenten, Palembang, South Sumatera.

Home Mart has a vision to become the best retail center for consumers by always focusing on fulfilling the needs of the society for building materials and their home equipment. Home Mart also has a mission to provide quality on complete products with affordable price, always present the best service, and experiencing development through innovation & technology.

The products offered by Home Mart are the society's needs for building materials and their home equipment. The types of products offered such as cement, paint, nails, electric tools, door handles, door hinges, screwdrivers, sanitary and other electronic tools.

To compete with the competitors, a marketing strategy is needed. To increase public awareness of the Home Mart brand, using the positioning that is "just build it". And also direct selling strategy.

Human resources are greatly needed to run this business and the operational activities. At this time Home Mart plans to employ as many as 12 people including owner.

The initial investment needed for Home Mart is Rp. 1.186.999.000, it will be used for rental costs, equipment, supplies, salary, initial cash, renovations, operational vehicle, licensing fees, and raw materials.

The results of the financial analysis showed that the BEP sales value is higher than the costs incurred. For the NPV obtained a value of Rp. 1.280.488.078,48. For PI, Home Mart gets 1,078 and Payback Period will be obtained 1 year 10 months and 4 days with a maximum limits of 5 years. The conclusion of this financial feasibility analysis is that the Home Mart is feasible to run.

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