***ABSTRACT***

*Steven Andrian / 76140088 / 2019 / Business Plan – Establishment of “Sehat Sempurna Resto” in Alam Sutera, Tangerang Selatan / Mentor: Ir. Liaw Bun Fa, S.E., M.M.*

 *Sehat Sempurna Resto is a business that runs in healthy culinary industry. The products served by Sehat Sempurna Resto are healthy foods with 4 healthy 5 perfect concept, which is now known as Guidelines to Balanced Nutrition concept that use natural ingredients and without preservative as well as monosodium glutamate (MSG). With this concept, it is expected to be able to educate the community about the importance of healthy food, and make it easier for the community to get healthy food quickly and affordable. Sehat Sempurna Resto is located at Ruko Victoria Lane, Alam Sutera, Tangerang Selatan.*

 *Sehat Sempurna Resto has a vision of “Becoming the first fast food restaurant that sells healthy food with affordable price and best quality, and also to be known by the society as the best healthy food restaurant in Indonesia”. Mission of Sehat Sempurna Resto is:*

1. *To sell high quality products and services to every consumer;*
2. *To hire high quality and experienced employees;*
3. *To innovate and develop new menus and facilities that will escalate consumer’s interest;*
4. *To always be able to adapt to current development and Indonesia’s taste;*
5. *To always be able to see opportunities and maximize it.*

*Based on the calculation that has been made, it can be concluded that this business is worth investing. This can be seen from the feasibility analysis of break even point, indicates that as a result, the sale is greater than BEP value. The initial investment that is needed to build this business is Rp 915.192.857,98, which was given from the author’s parents and from author’s savings. The NPV value ammounts Rp 1.261.741.973,00, IRR value obtained is 59,77%. Payback Period analysis shows the return of this investment for 2 years 5 months 15 days. Profitability Index shows the value of 2,37866239.*

*Key words: Sehat Sempurna Resto, healthy food, Alam Sutera*