***ABSTRACT***

Tjan, Nina Vania / 74150158/ 2019 / *Business Plan for "FANTASTIC COSMETIC" Cosmetics Distributor Business Establishment in Jakarta* / *Mentor* Liaw Bun Fa, Ir., S.E., M.M.

*Fantastic Cosmetic is a business engaged in the distributor. The items offered by Fantastic Cosmetic are cosmetics from Korea. In addition, Fantastic Cosmetic also sells several beauty equipment. Fantastic Cosmetic has a vision of "Becoming the Biggest Cosmetics Distributor in Indonesia".*

*Fantastic Cosmetic is an individual company located in Rukan Africa No.18, Green Lake City, West Jakarta. This business is planned to open in January 2020.*

*In analyzing industry and competitors, Fantastic Cosmetic uses PESTEL analysis, analysis of the Five Competitions of the Porter Model, Competitive Profile Matrix analysis, and SWOT analysis.*

*The products sold are skin care, make up, and beauty equipment products with a total of 34 products. Promotions set by Fantastic Cosmetic are through social media, loyalty points, word of mouth, and business cards (personal selling).*

*The flow of the Fantastic Cosmetic product consists of five processes, namely the order process, the recording and recapitulation process, the payment process, product packaging, and the last process of shipping.*

*Human resources are things that are needed for the running of a business. Fantastic Cosmetic has 5 parts in its business, namely manager, administration, marketing, finance, and operations. A total of 10 people.*

*Financial projection is a budget designed for the implementation of a business that will be run. Fantastic Cosmetic uses income statement projections, cash flow statements, and balance sheets.*

*The feasibility of a business is something that needs to be considered to assess whether the business is feasible or not to be invested. The results of the analysis of the business feasibility of Fantastic Cosmetic are PP with a result of 2 years 16 days, NPV of 1,304,045,424.36, PI of 1,3604, IRR of 29.1%, and BEP that can be exceeded by sales. Based on this analysis, this business can be said to be feasible*

*Keywords: distributor, cosmetics, Fantastic Cosmetic.*