# *ABSTRACT*

Wiwi Alvianti / 72150349 / 2019 / *Business Plan for The Business Establishment of Salon, Niji Nails in* Pontianak / *Mentor:* Rita Eka Setianingsih, S.E., M.M.

*The Niji Nails Salon company is a company that provides nail care and decorating services. Niji Nails Salon will be located at Ayani Mega Mall Pontianak. Ayani Mega Mall Pontianak is the biggest shopping center in Pontianak and also in West Kalimantan.*

*Niji Nails Salon chose a location in Pontianak because of the small number of competitors. In addition, there are opportunities where the shift in people's lifestyles that make beauty a part of life's needs.*

*Competitors of Niji Nails Salon are Coco Nail House and Nail Art House. Niji Nails Salon has strength in service quality, strategic location, top quality products, and attractive promotions. The weakness of Niji Nails Salon is that the brand is not yet widely known and lacks experience in running business.*

*Niji Nails Salon has a target market, namely teenage women to the elderly. In addition, women who have practical and modern lifestyle.*

*The initial investment needed by Niji Nails Salon is IDR 455,479,000. Funds will be allocated to the purchase of equipment, supplies, rental fees, renovation costs, and others.*

*Niji Nails Salon has a simple organizational structure. The highest position is manager and oversees the administration and nail specialist employees. All of them have a total of 8 people.*

*On the financial aspect, the Niji Nails Salon company can be said to be worth looking at from the Payback Period, NPV, Profitability Index, IRR, and BEP. This business plan will be run for 5 years.*

*Niji Nails Salon provides a social impact by increasing employment and helping the economy of the surrounding community. The environmental impact produced by Niji Nails Salon is tissue waste.*

*The business risks of Niji Nails Salon are the emergence of new competitors, the lack of customers, the development of information technology in the community, and the quality of human resources.*

*Keywords: nails, salon, Niji Nails Salon.*