

ABSTRACT

In this final work, the author create a business plan with the title Business Plan of Yogurt Enyak. The business planning methods refer to the study of literatures that has been collected. There are several approaches that strategies can be used in this thesis that personal selling strategy, word of mouth marketing (viral marketing), spiritual marketing, and others.

After conducting financial analysis, formulated the three scenarios which are each of these three scenarios will determine the pace of Yogur Enyak to the front. The first strategy is to plan what should be prepared if the sale according to their intended target, the second strategy is that if sales do not reach the target and the third strategy is to dispose of much of the expected target. Eligibility is also determined eligible business to run with the calculation of IRR of 34%, and NPV of Rp 282,000,000.00, an ROI of 57%, and payback period of 1.8 years.

Keywords: NPV, IRR, ROI, Yogurt Enyak, Business Plan.

ABSTRAK

Dalam karya akhir ini Penulis membuat perencanaan bisnis dengan judul Perencanaan Bisnis Yogurt Enyak. Metode perencanaan bisnis ini mengacu kepada studi literatur yang sudah dihimpun. Terdapat beberapa pendekatan strategi yang dapat digunakan dalam karya akhir ini yaitu strategi personal selling, word of mouth marketing (viral marketing), spiritual marketing, dan lain-lain.

Setelah melakukan analisa keuangan, dirumuskan tiga skenario dimana masing-masing dari ketiga skenario ini akan menentukan langkah Yogur Enyak ke depan. Kelayakan bisnis ini juga ditetapkan layak untuk berjalan dengan hasil perhitungan IRR sebesar 34%, kemudian NPV sebesar Rp 282,000,000.00, ROI sebesar 57%, dan payback period sebesar 1.8 tahun.

Kata kunci: NPV, IRR, ROI, Yogurt Enyak, Perencanaan Bisnis.