

## **ABSTRACT**

*On the compilation of business planning of CV Bagaskara is needed secondary data and information related to substance analyze from internal and external data resources. The consist of data, for example ; actual sales data, cost of goods sold, the balance sheet (asset, debt, capital, depreciation of asset), customers data base, goods which on the market, potential market, others product in the market existing and others information of operational business which needed for the company.*

*The method analyze is used to compilation business planning, consist of industrial analysis, SWOT analysis, market analysis, comparative advantage analysis, income statement analysis, cash flow projection, balance sheet projection, include method analyze the business eligibility, mainly payback period, Net Present Value, Internal Rate of Return and Profitability Index*

*Based on the analyze of business eligibility, that company will be open for business development to sale for drinking water in tidiness (portable water), from the results of financial analysis, that the investment plan is feasible to conducted. The reason of that conclusion, is mention below :*

- 1. The capital investment for the new business development of CV Bagaskara to fulfill sales target of portable water industries, is required fund amount Rp. 581.925.000,-*
- 2. Return on investment (ROI) with payback period method is relatively fast, mainly 2 years and half months*
- 3. The calculation of business eligibility with Net Present Value method from the planning of bussiness development CV Bagaskara, is required fund amount Rp 625.352.008,-*
- 4. The calculation of business eligibility with IRR (internal rate of return) method, big relative, mainly 40,2%*
- 5. The calculation of business eligibility with Profitability Index from development, is good relative, mainly 2,1.*

*The conclusion of compilation of business planning is to catching opportunity of the actual market though analysis of the potential company to develop new business expansion. According to the real market have been conducted, , that strategic goals of CV Bagaskara to create business development to sales product and services of machine/ equipment of portable water for PDAM's is feasible and have good opportunity for the sustainability company in the future. Most of customer are PDAM's which located in Kalimantan, Sulawesi, Sumatera and Gorontalo*



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