

ABSTRACT

Along with progress of technology in various area, phenomenon usage of plastic material embosoming most of all life aspect have offered advantage possibilities at the same time disaster to human life, hence requirement of plastic will increasing affecting also to height mount contamination of yielded waste because of nature of plastic which is difficult to be decomposed.

Intention of making of Business Plan is as a means of able to give reference to company in running its business wheel. From result of this business plan is expected by company of know of[is level of market compartment and company position, company strategy, done/conducted, company's finance plan, and yielded profit and also assess return of inculcated investment.

Seen from production facet, sophisticated Machines production, so that company can yield capacities produce equal to 4 ton / day. Hence amount of production capacities yielded by company a yearlong reach 864 ton. That capacities seen from decrease of raw material amount equal to 30 - 40%

This company in running its effort plan to have 40 people. From 40 labor people, 25 people among others represent direct labor, while rest 15 people, representing indirect labor.

To win emulation in improving sale volume and improve profit in company, hence marketing strategy First Alternative is market penetration of strategy, where company can improve share market that is by improving market compartment with effort maximum marketing. Second Alternative is strategy development product, this strategy is development strategy or sale of product by improving sale or modify existing product now.

At asset side of is level of the percentage of trend among/between year 2009-2013 shall be as follows : 100%, 110,67%, 120,67%, 130,01%, 140,68%, 150,35% that its meaning that in the year 2009 experiencing of increase equal to 10,67% so with next period. While at liability side of[is level of the percentage of among/between year 2009-2013 shall be as follows : 100%, 110,24%, 120,48%, 130,72%, 140,96%

For net profit at report year 2009-2013 level of the percentage of trend shall be as follows : 100%, 110,93%, 120,74%, 130,63%, 125,93%. From result of research of is level of activity ratio that is ratio current and of quick ratio from year to year downhill progressively, for the ratio of liquidity that is turnover capital working, total turnover assets from year to year experience of increase, for solvency ratio that is total to debt of asset, ratio equity to debt from year to year experience of increase, for the ratio of profitability that is, Net Profit Margin of ROI and ROE from year to year experience of increase.