

## **ABSTRAKS**

*The business world can not be separated from the dynamic changes taking place so quickly, because the better the chances of fried onion marketing triggers the increasing number of farmers who are interested in starting a business with fried onions. If not immediately addressed meal will make the company can not compete. Therefore, the company should be able to anticipate their business planning competition through the right to face all possibilities that will happen to the business continuity fried onions.*

*Develop a business plan or business plan in an effort at the moment is the most important thing in order to increase profits in a business or business. In an effort to create a new market opportunities in doing business must first have a good business plan.*

*In developing a business plan or business plan starts with a SWOT analysis which includes the analysis of Internal and External companies. Once the SWOT analysis is made, then the next business plan starts from the executive summary, a general description of the business, marketing aspects of the analysis to the analysis of the financial aspects.*

*Obtained from the SWOT analysis of strengths, weaknesses, opportunities, and threats that exist in the company and one of the strategies from the SWOT analysis using the strengths and opportunities that exist Maintaining product quality is owned by CV. Monita Food intended for consumers. For the preparation of a business plan is known that CV. Monita Food moves on processed food, have good market potential, have a variety of product types. Management CV. Monita Food has been able to run well with the number of workers who have as many as 36 people. CV. Monita Food has a value of IRR of 16.86 %*