

ABSTRACT

PT. Penta Valent is a service company working in the area of general trade export-import, products sold is medication (principal) and cosmetics (consumer). PT. Penta Valent built on September 26, 1968 based in Jakarta, because the growth corporate profits increased luminance year, so company expand the market the objective and increase advantage annually by opening branches in Tangerang to the province Banten.

The concept of business started out as a business planning, who explain the plan the company to make use of business opportunities which is found in an external and an internal company. Is known to few factor that influences business plan is aspects which includes segmentation market, the target, position, hotchpotch marketing. And to support success a business, we must be able to manage marketing strategies using analysis training and tows matrix, also human aspects that support success company. To facet a its feasibility so should be seen from scoring investmen, and counted IRR, NPV, and the government regulation PT. Penta Valent.

Having acquired data, obtained strategy should company do based on the analysis of training and tows matrix. To the expenditure that is on the financial was a necessity investment fund, estimates income, operational costs, profit losers, cash flow, and scales used to predict business feasibility of them Payback Period (pp), Net Present Vvalue (NPV), and Iinternal Rate of Return (IRR) so that it may known feasibility value investment. The results obtained NPV is Rp 10.532.232.356,99 with IRR 69 % and Payback Pperiod for 1 years 3 months. The opening PT. Penta Valent the branch Tangerang said worthy of being IRR obtained greater than the marr and NPV obtained are positive.

Key Words : Business Plan, Feasibility Analysis Invesment, Strategic, Service Companies.

Total : 293 Words