

ABSTRACT

Rencana bisnis yang bernama “Raja Singkong” ini bertujuan untuk membuat suatu wirausaha yang bergerak dalam pembuatan makanan yang berbahan dasar singkong dengan nama singkong isi. Dalam rancangan bisnis ini dipaparkan secara rinci tentang latar belakang, konsep pemasaran, kegiatan operasional, sumber daya manusia, dan aspek keuangannya.

Pada bab I, dipaparkan tentang latar belakang pembuatan rancangan bisnis ini. Disamping itu, disertakan pula analisa tentang kekuatan, kelemahan, kesempatan dan tantangan dari Raja Singkong sebagai kegiatan wirausaha yang baru. Untuk mewujudkannya sangat diperlukan kegiatan pemasaran yang terencana. Kegiatan pemasaran dan jenis-jenis periklanan yang akan digunakan akan dibahas pada bab II. Selanjutnya, kegiatan operasional perusahaan yang dimulai dengan pemilihan bahan baku hingga produk tersebut siap dijual akan dibahas di bab III. Aspek sumber daya manusia yang berkaitan dengan pemilihan tenaga kerja, pemberian upah, spesifikasi tenaga kerja, dan pembagian tugas akan dibahas di bab IV. Kemudian aspek keuangan yang meliputi modal awal, perkiraan pengeluaran dan pemasukan, dan periode balik modal akan dipaparkan di bab V. Berdasarkan hasil analisa berbagai aspek bisnis, bisnis ini sangat menguntungkan untuk dijalankan.

EXECUTIVE SUMMARY

Raja Singkong is a brand new food producer providing delicious taste of cassavas in many variants. Raja Singkong develops cassava to be delicious snacks that will satisfy people's taste buds. If on the market there are *kripik*, *singkong keju*, or *peuyeum*, Raja Singkong promises you to provide different tastes of cassava such as 'Meatball Cassa Stuffed', 'Chicken Cassa Stuffed', 'Beef Cassa Stuffed', 'Sausage Cassa Stuffed'. In other words, Raja Singkong turns cassava to be extraordinary tasty food by stuffing cassava and filling it with many variants of delicious ingredients that will catch market attention. By making the best use of market's interest of cassava, by providing extraordinary taste of cassava in the product, and choosing Bandung, the heaven of foods, as the selling location, significantly Raja Singkong will be a great and promising culinary business especially in Bandung.

Raja Singkong will promote the product through the Internet by creating its personal website and by benefitting social networking to widespread the information. Those ways will support word-of-mouth promotion, as the best

promotion, to support Raja Singkong achieving better market and maintaining better relationship with its customers. To complete customer's satisfaction, Raja Singkong will be stood in a unique design style of store, which can make customers pleasant and comfortable while enjoying the food. Then, in the following year, Raja Singkong has set targets such as to be one of Bandung culinary icons, to be a brand with customers' satisfaction, and to have more than one branch in Bandung. Based on the calculation, this business has a good chance to develop. The calculation shows that the Pay Back Period of this business is less than a year, which is 8 months a day. The Net Cash Flow in the first year is Rp. 25.601.400 which has a potentiality to increase every year. The calculation shows that this business is feasible and profitable to run.

TABLE OF CONTENTS

DECLARATION OF ORIGINALITY.....	i
FRONT COVER OF THE BUSINESS PLAN.....	ii
APPROVAL PAGE.....	iii
TABLE OF CONTENTS.....	iv
LIST OF TABLES.....	vi
LIST OF FIGURES.....	vii
ABSTRACT.....	viii
EXECUTIVE SUMMARY.....	ix
CHAPTER I. THE BACKGROUND.....	1
CHAPTER II. MARKETING ASPECT.....	6
CHAPTER III. OPERATIONAL ASPECT.....	12
CHAPTER IV. HUMAN RESOURCE ASPECT.....	22

CHAPTER V. FINANCIAL ASPECT.....	28
----------------------------------	----

BIBLIOGRAPHY

APPENDICES

Appendix 1 The logo of Raja Singkong

Appendix 2 The pictures of the products

Appendix 3 The package

Appendix 4 The flyer

Appendix 5 The menu

Appendix 6 The Cash Inflow of Raja Singkong

Appendix 7 The Cash Outflow of Raja Singkong

LIST OF TABLES

Table 2.1	The price list of Raja Singkong.....	9
Table 2.2	Promotion schedule of Raja Singkong.....	11
Table 4.1	Working hours and opening hours of Raja Singkong..	24
Table 5.1	Initial Investment of Raja Singkong.....	29
Table 5.2	The Cash Inflow in the First Year of Raja Singkong...	30
Table 5.3	Total Cash Outflow in the First Year of Raja Singkong	31
Table 5.4	Total Net Cash Flow in the First Year of Raja Singkong	31
Table 5.5	Payback Period.....	32
Table 5.6	Net Present Value of Raja Singkong.....	33

LIST OF FIGURES

Figure 3.1	The process of making stuffed cassava and the filling...	14
Figure 3.2	The workflow process.....	17
Figure 3.3	The map of Raja Singkong location.....	19
Figure 3.4	The layout plan of Raja Singkong store.....	20
Figure 4.1	The organizational structure of Raja Singkong.....	23