

ABSTRACT

Kota Bandung merupakan kota metropolitan yang memiliki jumlah populasi yang cukup tinggi. Dengan demikian, sampah yang dihasilkan juga terbilang tinggi. Sampah dipandang sebagai benda yang tidak bernilai, sehingga kebanyakan orang lebih memilih untuk mengabaikannya. Namun, hal ini justru yang membuat peluang untuk membuka usaha itu terbuka.

Situasi seperti ini telah membuka sebuah peluang untuk membuka usaha pengumpulan sampah-sampah daur ulang seperti, kertas, plastik dan kaleng. Dengan demikian, usaha ini dibentuk dengan dua tujuan utama, yaitu untuk membantu kota Bandung dalam pengelolaan sampah sehingga menjadi kota yang bersih dan untuk menjadi badan usaha pengumpulan sampah daur ulang terbesar di kota Bandung.

Atas hasil analisa pasar dan bisnis, TERORIS, yang merupakan singkatan dari Terima Rongsokan-Rongsokan Istimewa, telah menerapkan strategi-strategi dalam pemasaran bisnisnya. Diikuti dengan proses operasi yang jelas serta sumber daya manusia yang memadai dalam upaya mendapatkan keuntungan yang sebesar-besarnya.

Sebagai kesimpulan, bisnis ini memiliki prospek yang baik, karena, sampah tidak akan pernah habis. Setiap hari, setiap orang, melakukan aktivitas yang melibatkan banyak jenis barang. Selain itu, bisnis ini juga memiliki misi sosial yang kelak akan bermanfaat bagi lingkungan sekitarnya, terutama kota Bandung yang tercinta.

EXECUTIVE SUMMARY

TERORIS stands for *Terima Rongsokan-Rongsokan Istimewa*. It is a business of collecting recyclable waste located in Nataendah, Kopo. This business collects cans, paper and plastics. Although there has been effort to use paper wisely such as using both of sides of the paper, at the end, paper still becomes waste. In addition, paper is used by everyone everyday. Cans and plastics are also used excessively everyday, as we see more and more products being packaged by cans and plastics based materials.

Therefore, this business takes the initiative to make advantage out of this condition. Instead of letting those waste to be dumped while we may still remember the rubbish problem that Bandung had a few years ago, TERORIS is going to make something out of it. Bandung produces more than 2,785 m³ of waste per day. This waste includes more than 150 tons of paper, plastics and cans. This means that this business has a great prospect based on the availability of the commodity everyday.

This business promises two main purposes. They are making profit out of the recyclable waste and performing recycling activities to help Bandung with its problem with rubbish. It is apparent that the availability of adequate landfills in Bandung is in doubt. Therefore, this business can offer its social mission, to help Bandung with its rubbish problem. TERORIS can reduce the number of waste by collecting paper, plastic and can waste which later will be recycled. This situation has made a big opportunity for TERORIS to develop and grow the business. Furthermore, rubbish is identical with

dirty, stinks and disgust. People tend to avoid rubbish, while TERORIS is doing the other way because the business can identify the opportunity of making profit.

The resources of the business offer a promising return. Every year the business expands itself with a larger amount of waste collected. This means that the income will also increase. The net cash inflow of the first year is Rp. 63,683,644, the second year increases to Rp. 82,720,000, the third year is Rp. 223,870,000, the fourth year increases to Rp. 803,670,000 and the fifth year is Rp. 1,981,220,000.

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