

ABSTRACT

Treasure Traveling Organizer merupakan sebuah bisnis yang bergerak di bidang jasa pariwisata Bandung. Treasure Traveling Organizer menyediakan jasa penyediaan informasi yang lengkap mengenai pariwisata Bandung yang penting untuk membantu turis-turis yang tidak mengenal kota Bandung, sehingga mereka dapat menikmati perjalanannya. Selain itu, Treasure Traveling Organizer juga menyediakan jasa mengatur rencana perjalanan di kota Bandung sesuai dengan kebutuhan, keinginan, serta anggaran biaya turis-turis tersebut. Di dalam penulisan *business plan* ini, saya juga memaparkan kekuatan, kelemahan, kesempatan, dan ancaman yang akan dihadapi oleh bisnis ini.

Target pasar dari bisnis ini adalah turis internasional, baik pria maupun wanita berumur 20 hingga 40 tahun yang berasal dari Belanda dan mempunyai pendapatan 2,000 hingga 3,000 Euro per bulan, suka bepergian dan merupakan pelanggan yang setia, sehingga setiap kali mereka mengadakan perjalanan ke Bandung, mereka akan menggunakan jasa Treasure Traveling Organizer.

Distribusi bisnis ini adalah menggunakan media internet, telepon, serta brosur yang ditaruh di kantor Treasure Traveling Organizer yang terletak di jalan Pasirkaliki 82, Bandung. Dengan perencanaan yang matang, maka Treasure Traveling Organizer menjadi salah satu peluang bisnis yang sangat potensial untuk direalisasikan saat ini.

EXECUTIVE SUMMARY

Tourism never dies because people who work or students who study, need a refreshing time for them to take a break from their regular activities. Especially in Bandung, it has been proved that many tourists come to this city to enjoy their trip. Treasure Traveling Organizer is the best choice for tourists in having their holiday and trip in Bandung, because this business provides Bandung tourism information and traveling plan for them who want to have a trip effectively with their family or friends.

Traveling Organizer will provide two services that help tourists in having their traveling in Bandung. The services are providing important information of Bandung tourism and arranging traveling plan suitable to tourists' needs, interest, and budget. These services are different from any other travel agents in Bandung. The target market of Treasure Traveling Organizer will be foreign tourists who come from Netherland, has income of 2,000 to 3,000 Euro per month, man or female aged 20 to 40, who like traveling and loyal to use the service.

In running the business, Treasure Traveling Organizer needs 35,415,000 IDR as an initial investment. The cash inflow starts at 363,750,000 IDR, increases 5% on some prices in every year by an assumption of 5% inflation rate according to Bank Indonesia, and reaches 442.140.398 IDR. Moreover, the cash outflow will start at 207,781,000 IDR up to 253,397,230 IDR in the fifth year. As a result, the net cash flow will be start at 155,969,000 IDR and reach 188,743,168 IDR in the fifth year. Moreover, based on the net present value, Treasure Traveling Organizer is a feasible and acceptable business. As a conclusion, based from the reasons above, Treasure Traveling Organizer is a profitable and prospective business.

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