

ABSTRACT

STREET FUTSAL merupakan sebuah bisnis yang bergerak di bidang jasa penyewaan lapangan futsal dengan konsep yang mengkombinasikan suasana “*street*” ke dalam futsal melalui dekorasi-dekorasi “*graffiti*”. Selain itu, STREET FUTSAL juga menyediakan fasilitas-fasilitas yang sangat dibutuhkan oleh para konsumen seperti loker, kamar mandi, dan harga yang terjangkau oleh para konsumen. Di dalam penulisan *business plan* ini saya juga memaparkan kekuatan, kelemahan, kesempatan, dan ancaman-ancaman dari bisnis ini.

Target pasar dari bisnis ini adalah para remaja usia 20-25 tahun yang gemar bermain futsal. Oleh karena itu, STREET FUTSAL menawarkan harga yang dapat dijangkau oleh para remaja usia 20-25 tahun yang kebanyakan berstatus mahasiswa yaitu Rp90.000/jam untuk siang hari dan Rp130.000/jam untuk malam hari. Distribusi STREET FUTSAL adalah langsung kepada para konsumen tanpa melalui perantara-perantara. Dalam memperkenalkan STREET FUTSAL kepada masyarakat, STREET FUTSAL memutuskan memakai “*business card*”, sistem *voucher*, metode mulut ke mulut, dan kompetisi futsal sebagai cara promosinya.

Dalam beroperasi, STREET FUTSAL berlokasi di Jl. Kembar Mas no.26. Alasan memilih lokasi ini tidak lain karena pemilik tanah merupakan anggota keluarga penulis, sehingga akan sangat mudah untuk mendapatkan keuntungan-keuntungan dalam bernegosiasi.

STREET FUTSAL akan beroperasi 16 jam sehari, 7 hari seminggu dan tutup hanya untuk hari-hari libur perayaan keagamaan saja. STREET FUTSAL membutuhkan 6 orang karyawan yaitu 2 orang karyawan untuk *front desk*, 2 orang karyawan untuk *janitor*, dan 2 orang karyawan untuk *security*, yang akan dibagi dalam 2 *shift* kerja. Sedangkan pemilik (manager) adalah atasan mereka.

Untuk menjalankan bisnis ini, dibutuhkan modal sebesar Rp2.130.188.600 sebagai modal awal. Untuk perhitungan keuntungan dari bisnis ini, STREET FUTSAL dapat menghasilkan lebih dari Rp1.000.000.000/ tahun yang merupakan keuntungan bersih.

EXECUTIVE SUMMARY

Futsal is developing in Indonesia nowadays. It is seen in that many futsal centers have been built from year to year, and in many events of futsal. What makes me so confident in running the business? I will provide a unique futsal center which has never been made in Indonesia, by providing graffiti decorations, complete facilities which are needed by consumers, lower price compared to its competitors, also top quality of service provided by **STREET FUTSAL**. The survey that I did in some places (campuses, schools, futsal centers, Kembar neighborhood) shows that 70% of the respondents are interested in the new concept of street futsal.

STREET FUTSAL segments the market into two, based on the demographic and behavioral aspects. Therefore, the main target market of **STREET FUTSAL** will be teenagers aged 20-25 who are college students, search for the best quality, services, and prices, also are enthusiastic with futsal.

STREET FUTSAL will be located in Kembar Mas neighborhood. The reasons why I choose this location is because the land lord is my uncle, it will give me the benefits while negotiating the price and the contract.

I need 6 employees to run the business. The employees will be divided into 2 work shifts and controlled by me as the manager. The operational time of **STREET FUTSAL** is 16 hours/day, and it is closed only for religious holidays. This is why **STREET FUTSAL** does not have too much expenditure.

In running the business, **STREET FUTSAL** needs Rp2,130,188,600 as an initial investment. The cash inflow **STREET FUTSAL** starts at Rp1,803,600,000. Some prices increase as much as 5% every year by an assumption of 5% inflation rate according to Bank Indonesia and will reach Rp2,672,100,000 in the fifth year. The cash outflow of **STREET FUTSAL** will start at Rp781,040,000 and increases about 0.014% per year up to Rp828,621,408. As a result, the net cash flow of **STREET FUTSAL** will start at Rp1,022,560,000 and will reach Rp1,843,478,592 in the fifth year which means that there is an increase of about 0.159% /year. Then, based on the net present value, **STREET FUTSAL** is a feasible and acceptable business. Furthermore, the payback period of **STREET FUTSAL** is approximately one year, eleven months, and twelve days. The payback period of **STREET FUTSAL** is less than the maximum acceptable payback period, which means that the business is acceptable. As a conclusion, based on the reasons above, **STREET FUTSAL** is a profitable and prospective business.

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