

ABSTRACT

Dalam skripsi yang berupa “business plan” ini, penulis memilih bisnis olahraga sebagai bisnis yang akan direalisasikan. Penulis melihat adanya kesempatan untuk mengembangkan bisnis olahraga dengan membuka toko olahraga di sebuah pusat olahraga yang sudah memiliki cukup banyak pengunjung. Selain lokasi yang strategis, penulis juga merupakan agen utama salah satu produk olahraga bulutangkis yang terbilang masih baru.

Berawal dari hal itu, penulis mulai membuat perencanaan bisnis olahraga ini. Bisnis toko olahraga (Family Sport) pada awalnya akan menjual perlengkapan olahraga bulutangkis dan tennis. Bisnis ini memiliki prospek yang bagus untuk dijalankan karena kedua olahraga tersebut merupakan olahraga yang banyak diminati oleh masyarakat Indonesia, khususnya daerah Jawa Barat yang sudah banyak melahirkan atlet-atlet badminton dan tenis.

Bisnis ini dinilai layak untuk dijalankan karena sudah tersedianya pasar dan karena “break even point” yang dapat dicapai hanya dalam kurun waktu kurang dari 2 tahun.

EXECUTIVE SUMMARY

Unlike other sport shops in Bandung, Family Sport is unique. In running the business, Family Sport focuses on its service: providing the latest products of badminton and tennis supplies as well as the latest information of the products. Family Sport has another competitive advantage: its own website. Based on the observation, no other sport shops in Bandung have this so far. This business is feasible and profitable. In less than 2 years, Family Sport will have already reached its break even point. What is more, Family Sport has already had its market available.

Market broadening is the main goal of Family Sport in the next three years. Through its website, Family Sport will expand the business into online shopping. It will also add more varieties of sport supplies, such as swimming supplies, aerobic supplies, and soccer supplies. This business will also have more branches at well-known sport centers in Bandung in order to accomplish its goal of market broadening. Family Sport also places profit gain as its goal: an increase of 15% during the first three years.

Like any other businesses, Family Sport has to deal with its own potential barriers. Existing sport shops in Bandung are so many. However, Family Sport is not afraid to compete with the others because of its own competitive advantages and its own market.

Becoming the sole investor of Family Sport, Reinforce Speed (RS), as the new producer of badminton supplies, will be able to broaden its market. On top of that, Family Sport will help RS in sponsorship by looking for prestigious badminton tournaments held in Bandung.

ACKNOWLEDGEMENTS

In the undertaking and completion of this business plan, I am indebted to the following people for their support, patience, guidance, and especially for their precious time. I would like to express my sincere gratitude to Ms. Irma Halim for her time, support, and patience in guiding me with her knowledge in business and English language. Her guidance was great encouragement for me in completing the business plan.

My gratitude also extends to Mr. Surya Setyawan, SE., MSi for his guidance during the first stage of my business plan writing, especially on finance. I am also grateful to Bikasoga Sport Center and the other sport shops in Bandung for their cooperation in giving the information needed. I should like to extend my grateful thanks to all my friends for their support and their knowledge during my business plan writing. My special gratitude is also to the lecturers of English for Business Professionals who have helped me with their knowledge in business, and especially to Ms. Lewina who assisted me during the first stage of my writing. My personal gratitude is also to

Reyner Karnaga for his computer knowledge and moral support during the writing of this business plan.

Lastly, I thank God for the strength, courage, faith and perseverance He has blessed me with, especially during the final stage of my business writing. I am greatly thankful for being blessed with parents and brother who have supported me through the ups and downs of my writing the business plan.

TABLE OF CONTENTS

ABSTRACT.....	i
EXECUTIVE SUMMARY.....	ii
ACKNOWLEDGEMENT.....	iv
TABLE OF CONTENTS.....	vi
LIST OF TABLE.....	viii
CHAPTER I: BACKGROUND.....	1
CHAPTER II: MARKETING PLAN.....	4
2.1. Product.....	4
2.2. Price.....	4
2.3. Place.....	5
2.4. Promotion.....	6
CHAPTER III: OPERATION PLAN.....	8
3.1. The store.....	8
3.2. Website.....	9
CHAPTER IV: HUMAN RESOURCE.....	10

CHAPTER V: FINANCE.....	12
5.1. Initial Investment.....	13
5.2. Operation Cost.....	14
5.3. Break Even Point.....	15
APPENDIX I.....	ix
APPENDIX II.....	xii

LIST OF TABLE

Exhibit 2.1 Distribution Channel.....viii