

ABSTRACT

Print & Screen adalah sebuah usaha di bidang penyablonan kain, dalam hal ini kain yang akan dijadikan bahan pakaian. Usaha ini dipilih karena anak-anak muda jaman sekarang banyak yang memilih kaus bergambar sebagai pakaian sehari-hari mereka. Hal ini menjadikan bisnis di bidang penyablonan baju menjadi lahan investasi yang menggiurkan.

Untuk menjalankan bisnis ini, dibutuhkan 6 karyawan untuk ditempatkan sebagai pekerja kasar. Usaha ini berlokasi di Holis yang juga merupakan sebuah daerah industri yang membuat calon konsumen tidak perlu bersusah payah untuk menemukan lokasi tempat usaha ini. Modal awal bisnis ini adalah Rp70,500,000 dan diperkirakan akan mencapai pulang pokok dalam waktu kurang dari 1 tahun. Melihat peluang dan kualitas yang dimiliki oleh Print & Screen, saya yakin usaha ini dapat terus melaju dan berkembang di masa yang akan datang

EXECUTIVE SUMMARY

a. Name and the address of the company

1. Name: Print & Screen
2. Logo:



3. Address: Jl. Holis permai no.30

Bandung

Indonesia

b. Main activity

Silk-screening some fabrics from garment industries and fashion outlets is the main activity in this business. I need to mix paint to make the right color before doing the silk screening process.

c. Management System

Technically, the owner will supervise the workers in doing all job except mixing paint. Financial report and order receive are also the job of the owner.

d. Market potential

The market potential for silk-screening business in Indonesia is good. As we can see, every weekends, fashion outlets are crowded by people who are looking for some new clothes for their style especially youngsters and kids are often look for t-shirts with good and funny pictures on it. This situation will impact to garment industries and silk-screening industries especially the silk-screening industries because this industry is the only one that can put some pictures on t-shirts.

e. Financial projection

The financial projections here are cash inflow, cash outflow, and cash flow in three years. It also contains payback period and net present value. After calculated, the Print & Screen payback period projection is 11 months and 18 days.

f. Initial Investment

The initial investment for this business is Rp70,500,000. This budget needed to buy some facilities to start the Print & Screen workshop operation.

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