

ABSTRACT

Bahasa Inggris merupakan bahasa pergaulan yang sudah tidak asing lagi di telinga masyarakat. Oleh karena itu mempelajarinya sejak dini merupakan suatu jalan agar dikemudian hari seseorang tidak merasa kesulitan untuk mengikuti perkembangan jaman yang semakin maju.

Bright Star merupakan tempat dimana seseorang bisa belajar Bahasa Inggris. Mulai dari anak usia 3 sampai 6 tahun, mereka akan diberikan pengenalan dan pemahaman Bahasa Inggris secara bertahap dan teratur. Penyajian pelajaran juga didesain semenarik mungkin dengan tenaga pengajar dan fasilitas yang memadai.

Selain memberikan pelayanan di bidang pendidikan, Bright Star juga menyediakan penitipan anak. Pelayanan ini dimaksudkan untuk membantu para orang tua yang sibuk bekerja. Ada berbagai kegiatan yang dikhususkan bagi anak yang dititipkan termasuk juga di dalamnya kegiatan belajar Bahasa Inggris.

Bright Star merupakan suatu bisnis yang tidak hanya menguntungkan bagi pengelola tetapi juga ikut mencerdaskan anak bangsa.

EXECUTIVE SUMMARY

Bright Star is a business that is focused on children's needs to learn English. One of the most prominent children's characteristics is active at all time. That is why they need to be stimulated by fun activities that support the development of their brain and body so they will enjoy the lesson. Studying and playing are two parts of children's lives. Bright Star is trying to combine those two parts to create a good situation in study time.

Beside that, Bright Star gives nursery care. That is what makes it different from other English course in Bandung. Parents who are busy to work do not need to be worried because they can entrust their children at the day-care in Bright Star. There the children can also spend their time studying English. Therefore the situation in which a child can be taken care of and study English at the same time, gives an advantage to this business.

The business needs an initial investment about Rp139,640,000. I have calculated the financial aspect of this business and the result is that the business is profitable. I estimate the customers to be about 40 people. Moreover the payback period is in 2 years 5 months 15 days. If there are more customers, for sure the profit will be higher then.

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