

ABSTRACT

Business plan for the video mapping business by Videomapping.id was created to analyze the Videomapping.id business, so that the owner of the business can find out whether the Videomapping.id business is worth running or not. Some of the analyzes used in this research consist of market and marketing aspects, legal aspects, Human Resources aspects, operations or production aspects, as well as financial aspects which focus on financial sensitivity analysis including Net Present Value (NPV), Profitability Index (PI), Payback Period (PP), and Internal Rate of Return (IRR).

The research results show that from a market and marketing aspect there is potential and opportunity to continue to develop, and the business can introduce or market its business via the internet, namely through websites and social media. The Videomapping.id business is a legal business, because it has a Business Permit Number (NIB). The Videomapping.id business has Human Resources who have the ability to carry out production. The operational or production aspect shows that Videomapping.id Business is able to meet production needs by utilizing technology, as well as using adequate equipment and supplies for the production process. Financial analysis shows that the Net Present Value (NPV) is IDR 3,736,336,953 and has a positive value, then the Profitability Index (PI) value is 3.73, and this value is greater than 1. The Payback Period (PP) calculation results obtain a value of 1 year 6 months, which indicates that this value is less than the project life period of 5 years. The Internal Rate Return (IRR) value is 9.16% greater than the interest rate, so the $IRR >$ the predetermined interest rate.

Keywords: Business Plan, Videomapping.id, Market and Marketing Aspects, Legal Aspects, Human Resources Aspects, Operational Aspects, Financial Aspects.