

ABSTRACT

This research examines the Business Plan and initial planning for a photo studio located in Tembalang, Semarang. The primary objective of this study is to analyze the Business Planning of URLOV SELF PHOTO STUDIO through various approaches, including environmental analysis, business feasibility, and the formulation of a Business Plan for the development of the venture.

The study employs a qualitative descriptive method with an analysis that encompasses three main components: environmental analysis, business feasibility, and Business Plan formulation. The environmental analysis assesses market conditions, human resources, operations, economic-social factors, and business risks through a SWOT approach. The feasibility analysis includes operational, human resource, financial, and marketing aspects to evaluate the viability of the business. The results of this analysis are then formulated into a Business Plan as a strategic guideline for business development.

The findings indicate that URLOV SELF PHOTO STUDIO has strong business prospects with a self-photo concept that aligns with Gen Z trends, emphasizing visual experiences. The SWOT analysis reveals competitive advantages through attractive pricing and service innovations, as well as significant Opportunities in leveraging digital media for promotion and market expansion. Despite facing challenges such as location limitations and intense competition, the business feasibility evaluation shows that operations have been designed efficiently, with competent and flexible workforce. Healthy financial projections, indicated by significant net profits and a low Break-Even Point (BEP) analysis, affirm promising growth potential. With flexible service package offerings and competitive pricing, URLOV SELF PHOTO STUDIO is poised to become a top choice for customers seeking an aesthetic and enjoyable photography experience.

Keywords: *Business Plan, Business Feasibility, Self Photo Studio*