

ABSTRACT

This study aims to develop a business plan for a swimming pool enterprise in Pati Regency, in order to capitalize on the growing opportunities in the family recreation and leisure sector. The business focuses on providing affordable, comfortable, and family-friendly recreational services, targeting primarily the local community and domestic tourists. To achieve this goal, the study analyzes both internal and external factors influencing business development through SWOT analysis and the Business Model Canvas approach.

The research method employed is a mix method with a descriptive approach. Qualitative data were obtained through direct observation, interviews with visitors, and literature review. Meanwhile, quantitative data were collected through financial projections, business feasibility analysis using Payback Period and Net Present Value (NPV). SWOT analysis was used to evaluate strengths, weaknesses, opportunities, and threats, while the Business Model Canvas was utilized to design a structured business model.

The findings indicate that the swimming pool business has a wide market opportunity, supported by the high demand for recreational facilities. However, several challenges need to be addressed, such as financial management and compliance with labor wage standards. Overall, the business demonstrates good feasibility prospects with promising profitability potential. The proposed business plan includes social media-based marketing strategies, service quality improvements, and realistic financial projections as the foundation for future business development.

Keywords: *Environmental Analysis, Business Feasibility Analysis, Business Plan*