

ABSTRACT

The business plan in this study aims to analyze the business opportunities of wedding organizers in Semarang through several approaches, among others: legality, operational, market, marketing, human resources, management, finance, economy, and environment. This method of research is conducted by observation, interview, and library study. The results of this study stated that wedding organizers become an interesting business to be implemented because it has a wide market potential in Semarang and its surroundings.

To be able to carry out this business, project funding of Rp329,845,900 is required, consisting of investment funds of Rp269,150,900,- and working capital of Rp60,695,000,-. Sensivity analysis conducted by providing normal assumptions with the result of Net Present Value (NPV) of Rp 1,624,465,840,-, Internal Rate Return (IRR) of 89.93%, Payback Period (PBP) for 1 year 1 month 14 days, and Benefit and Cost Ratio (B/C Ratio) of 1.52. With these calculations, wedding organizer business can sustain adjusting to existing conditions balanced by using technological advances.

Keywords: Business Plan, Business Feasibility, Wedding Organizer