

## **ABSTRACT**

*The improvement of advertising agencies such as Kubingkai can be done by analyzing various aspects to measure the opportunities of the business such as production aspects, market aspects, marketing aspects, human resources aspects, operational aspects, financial aspects, legal aspects, social aspects, environmental aspects, and economic aspects. This study used a descriptive qualitative method using primary and secondary data collected through observation, questionnaire, and literature review.*

*The aim of this study indicates that Kubingkai has a good opportunity to improve their business in Semarang. The result of this study shows that Kubingkai requires funding Rp255.208.892 which consists of investment costs amount Rp68.775.400 and working capital of Rp68.775.4002. The investment issued can generate a Net Present Value (NPV) of Rp1.031.026.886, Internal Rate of Return (IRR) of 74%, Benefit-Cost Ratio of 1.41, and Payback Period for 2 years and 9 months. From analyzing the financial aspects, the improvement of Kubingkai can be implemented and is feasible.*

*Keywords: Business plan, business eligibility, advertising agency*