

ABSTRACT

A business plan is a document that can be used as a guide and direction for business activity in the future. However, a study is needed related to the business feasibility study on business planning before carrying out operations, among others: operational aspects, human resources, market and marketing, finance, economy, social, and environment, and legality. In this study, a business feasibility study was conducted on an advertising agency business plan to measure risks, market opportunities, technical operations, and the feasibility of business idea.

This business plan aims to analyze the feasibility study using a qualitative method with a descriptive approach to collect data through a questionnaire, literature review, and observation. The result of this study stated that advertising agencies offering social media marketing services have broad market opportunities and reach in the city of Semarang. This advertising agency business plan requires a total of project funding of Rp 212.052.290,- which consists of an investment cost of Rp 51.482.398,- and a working capital cost of Rp 160.569.982,-. The results of the projected calculation of project funding show a Net present Value (NPV) of Rp 660.908.116,-, Internal Rate Of Return (IRR) of 67%, Payback Period (PBP) for 1 year 3 months, and Benefit-Cost Ratio of 1.30. From the calculation of sensitivity analysis and review of several aspects, were be stated that the advertising agency of business plan idea can be said to be feasible to implement.

Keywords: Business plan, business feasibility study, advertising agency