

PERENCANAAN BISNIS (BUSINESS PLAN) PENUKARAN MATA UANG ASING)

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Foreign exchange is a service to exchange foreign currency, given to people or company who wants to buy or sell a currency. Money changer is a company that provides service to exchange a currency and gains profit from it. Jakarta as the capital city of Indonesia is one of the promising regions to build a foreign exchange business because many companies use foreign currencies for transactions, large numbers of foreign currencies need in similar companies, Jakarta has many tourist destinations, and local residents' activity that travel to other country. Also, development in technology encourages companies to innovate in improving services. To prove that this business is feasible, a business plan and feasibility' analysis is needed to selected aspects, which is operational plan, business analysis, service and transaction plan, marketing plan, organization plan, and financial plan.

From the analysis, based on the market need in foreign currency, uniqueness of the business model, market that is not limited just on the surrounding area, recruit employees that have ability, skills, and knowledge, and analysis on the aspect of market, environment, operation, and finance, it is confirmed that this business plan of foreign exchange is feasible to be realized. Although the business plan is feasible, there are several considerations, which need attention like supervision and improvement for the service and promotion to other region to increase market.

Keyword: exchange, currency, feasibility, analysis, service, operation, marketing, organization, financial.