RENCANA BISNIS CUCI KOMPUTER DENGAN KEAMANAN DATA ''CLENATY''

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Computers' usage worldwide is growing up by periods of time. Computers in office environment usually takes many hours to he operated by employees as their main workstation. As a result', computer's performance may decreased rapidly sooner or later, which caused a problem. Traffic gridlocks, floods, hot wheaten, buffer time in service dealer, very long time service delivery and incorrect-corrupted data are the major .factors that people had through when they have to go to the service dealer in many electronic centers. Therefore, an alternative way solving the problems above will be presented in a product named Cleanty Service. Cleanty provides cleaning computer data with high portability and mobility, cross around the streets so people no need to travelling to a distance electronic centers anymore. Not only like cleaning computers in both hardware and software platform, such as cleaning dust, insect dung within hardware components, malware, bluescreen, hang, etc, that Cleanly will do, but also it deliveres spare parts and accessories to the customers as their supplementary needs. For starters, the business plan will initiate both external and internal factors, analyzed with various research methods such as 7p 's, STP, industrial environmental analysis or better known as 5 Porter's, The Resource-Based Concept, and SWOT. Based on business plan feasibility study outcome, Cleanly gained a satisfaction result with the NPV of 260.974.029, which is greater than zero, thus indicating that the investment may able to generates income. level exceeding the required level with an IRR of 28.87%. And with a payback period of 3 years 3 months, this business is feasible to run.

Keywords : Cleanty, Business Plan, NPV, IRR, PP.