

RENCANA BISNIS GRAFIKA MART

Oleh: Andreas Yofandri

The objective of this business plan was to assist investor to evaluate and analyze all aspects from Grafika Mart business feasibilities. This business plan can be a guideline for entrepreneurs who want to build a startup business.

With a large number of offset printing business in Jakarta, the demand for sparepart of offset printing is increasing from year to year. As packaging is source of income in offset printing business that increasing as new business arise, it creates an opportunity for retailer that sell sparepart of offset printing.

Grafika Mart as a retail that sell sparepart of offset printing invents the latest trend in retail that sell sparepart of offset printing with creative and new concept. Grafika Mart provide a one stop solution to customers where costumer can buy the sparepart and have their machine to be maintain, also the costumer can consulting to have a great quality of printing and learn a way to change their sparepart machine and maintain the offset printing machine.

Based on the result of the business plan feasibility study, Grafika Mart have obtained a good results for business investement. Grafika Mart have a NPV value of 91,598,316 IDR, which is greater than zero. It shows that this investment can generate income levels that exceed interest rate of bank deposits (6 %) with an internal rate of return 14.572%. The payback period or the return on investment for Grafika Mart is 3.93 years (4 years), so this business needs 4 years to run a profitable business.

Keywords: Grafika Mart, business plan, feasibilty study, offset printing, retail