

## RENCANA BISNIS EVENT ORGANIZER PAMERAN PRODUK FASHION ‘INFINITE BAZAAR’

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Founder sees business opportunities which is event organizer that create exhibition of local fashion products from Indonesia. The number of local brands that are qualified and be able to compete with import products cause this business opportunity more wide open. The event called Infinite Bazaar, is an exhibition of fashion products such as clothing, shoes, handbags and accessories for men, women and children specially designed by indigenous Indonesian designers and entrepreneurs who cause their products to be native Indonesian local products.

The advantages that make this business different is the exhibition held not only sell products but also presents elements of entertainment and education for fashion lovers. There are such as talk shows, fashion shows, singing shows and quizzes with prizes to entertain the visitors. In addition, the company wants to bringing back true meaning of the bazaar by donating some of the company's revenue per event to a charity foundation.

Keywords : Event Organizer, Fashion, Local Brand, Infinite Bazaar, Shopping Center, Investation, Business, Payback Periode, Internal Rate of Return, Provitability Index and Net Present Value.