

RENCANA BISNIS PENGOLAHAN DAN PENJUALAN BATU PERMATA (GEMSTONE)

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The slow growth of the Indonesia economic condition and the downward trend of gemstone in Indonesia should not become a barrier to enter the Indonesian gemstone industry. This business plan will provide the information needed to assist the investor in evaluating aspects of business feasibility and also provide guidelines and strategies for entrepreneurs who want to enter and start business in Indonesian gemstone industry. This business aim to become a pioneer in Indonesian gemstone industry by providing custom products and creating a web portal for Indonesian gemstone industry in attempt to gain competitive advantage. Based on the result of the business plan feasibility study, this business have obtained good results with NPV value of IDR 425.491.178, which is greater than zero. With an IRR value of 18,57 %, it shows that the investment to this business can exceed the rate of interest in Indonesian bank generally. By having payback period in less than 4 years, this business is feasible to run.

Keywords : business plan, Indonesian gemstone industry, feasibility study