

## RENCANA BISNIS PERSEWAAN KAMAR BERBASIS APLIKASI DAN WEB SEWAKAMAR.ID

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This following business plan aims to create a start-up IT company which .focusing on monthly based room rent in Indonesia. Urban city like Jakarta have a lot of demands for housing, when so many people couldn't afford it and have to rent for rooms. This company goal is to help them find good affordable rooms easily, and also help the room owner to find a good renter.

The conclusion of this business plan, is that this business plan is a potential Business to do, using Environmental Analysis, SWOT analysis, Porter's Five-Forces Model, Human Resource Theory, Market Analysis, and Investment Feasibility Analysis to analyzed this Business PlanFrom the financial analysis that the result of the payback period is 4 year 6 month, that is a highly reasonable time frame for an investment.

Keywords : Business Plan, Room Rent, Start-up