

## BUSINESS PLAN PREMIUM SHOES TREATMENT "SHOERPRIZE"

Oleh : Aldila Surya Kemala

This business plan is built to provide an overview and guidance on the establishment and implementation of premium shoe treatment business for internal organization as well as investors. It also gives a lot of consideration to the business, whether the business idea can be realized or not to be realized and whether it can generate profits for businesses and investors.

To determine the feasibility of the business, there are few business analysis that can be done; external environment analysis, market opportunities and competition analysis, porter's Five Forces analysis, as well as SWOT. There are also strategic planning consisting of: operational plans, service plans, marketing plans, and business strategy and organizational structure. Furthermore, financial analysis of Premium Shoes Treatment can be obtained from the company's investment value by calculating several parameters such as the feasibility of PP (payback period) and NPV (Net Present Value).

From the various analyzes that have been done, it can be concluded that the Premium Shoes treatment is a viable to be realized when viewed from various business analysis and financial planning.

Keyword: Business Planning, Service Company Treatment, Premium Quality