

ABSTRACT

PT Asia Chemie Indonusa plans to build a cosmetic factory with Original Equipment Manufacturer (OEM) service as main business. The company does not have a business plan. The study aims to make a business plan for cosmetic OEM service for PT Asia Chemie Indonusa. The business plan is needed so that this company can run, survive and gain market share in the competitive cosmetic OEM services business so that it can provide good profit and competitive advantages. Qualitative and quantitative analyzes are used in analyzing this business plan. Qualitative analysis tools such as industry analysis (Porter's five strengths), marketing mix, segmentation, targeting, positioning, and SWOT. Quantitative analysis tools such as projected income statements, Net Present Value (NPV), Payback Period (PP), Internal Rate of Return (IRR) and Profitability Index (PI). When viewed from a financial perspective, with an investment of IDR 3,000,000,000, the NPV value is IDR 15,613,709,317 ($NPV > 0$), PI is 6.2 ($PI > 1$), IRR is 74.8%, and PP is IDR 2.4 years, the study showed that the cosmetic OEM services business project of PT Asia Chemie Indonusa is a feasible investment project. Before building a business, an entrepreneur is advised to make a business plan in advance to find out, analyze and measure whether the business is feasible or not.

Keyword: Business plan, Cosmetics Manufacture, Original Equipment Manufacturer (OEM), Business Strategy