

PERANCANGAN BISNIS SCHEDULING SISTEM PENGISIAN PULSA ONLINE HANDPHONE ESBS (ELECTRONIC SCHEDULING BALANCE SYSTEM)

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This research aims to make a structured business plan of online reload balance at offer efficiency and convenience to top up to the balance with the scheduling That The company will be known as ESBS (Electronic Scheduling Balance System). Five forces, SWOT, STP Marketing Mix 4P is the main methods to conduct this research. Through this method ESBS will find the way how to marketing the product. "Ontime, Simple, and Trusted" is the principle of us to satisfy our consumers.

Company will always do innovation to make the customer more easy and efficient to top up balance. ESBS using the "multiple segmentation" and it make ESBS having two target market, viz B2C and B2B. large market is the key bring lots of profit to ESBS, because everybody need balance for their gadget.

This business will BEP in 1 years 4 month, and having NPV Rp. 55,408,750,412, IRR 78%. It proved that this business deserves to be created.

Keywords: Business Plan, Reload Balance, Top Up Balance, New Business