

MODUL PRAKTIKUM
MANAJEMEN KEWIRAUSAHAAN



SEKOLAH TINGGI FARMASI INDONESIA
2020 - 2021

Halaman Ini Sengaja di kosongkan

BUSINESS PLAN

“.....”

Tuliskan judul business plan nya masing-masing

logo perusahaan

Disusun Oleh :

Nama :

NPM :

Kelas :

Disusun untuk memenuhi tugas mata kuliah
Praktikum Manajemen Kewirausahaan di Sekolah Tinggi Farmasi Indonesia

Bandung

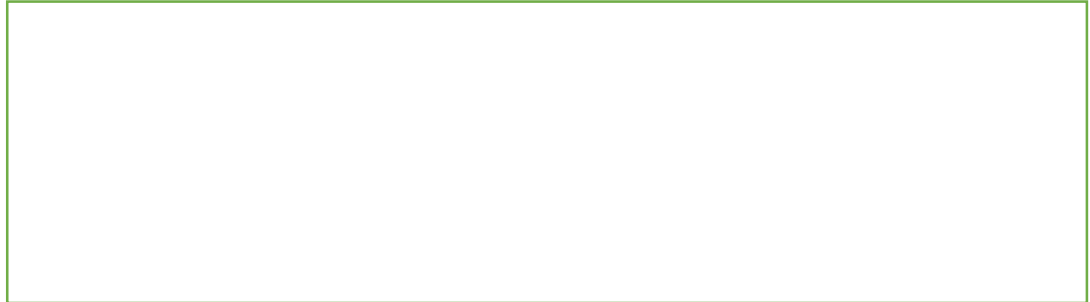
2020-2021

RINGKASAN RENCANA USAHA
EXECUTIVE SUMMARY

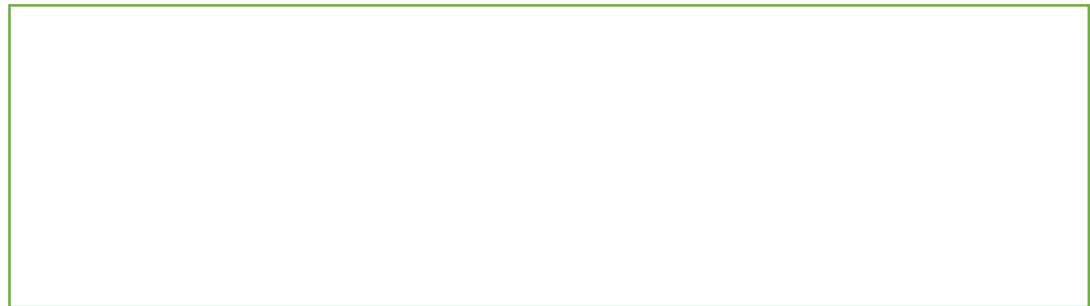
Jelaskan secara ringkas rencana usaha anda maksimum dalam 500 kata

I. DESKRIPSI PERUSAHAAN

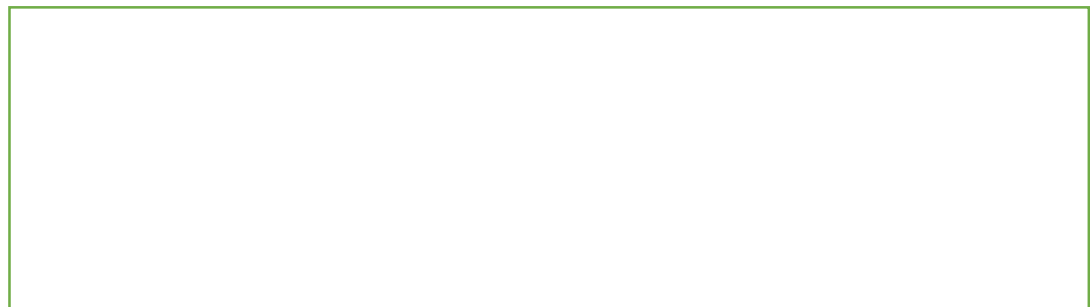
1.1. SEJARAH PERUSAHAAN

A large, empty rectangular box with a thin green border, intended for the company's history.

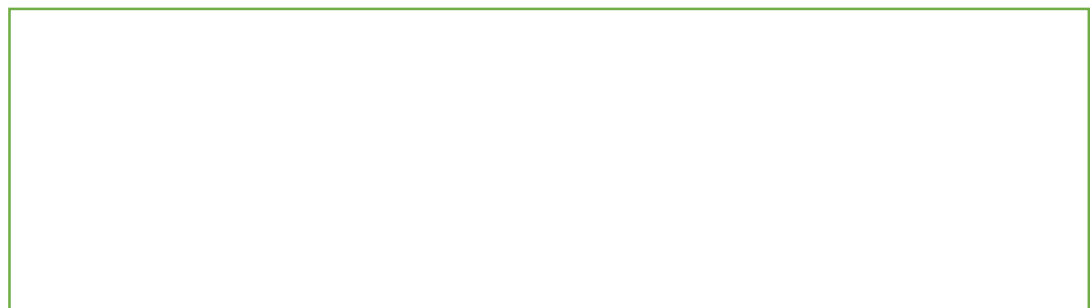
1.2. VISI, MISI DAN TUJUAN PERUSAHAAN

A large, empty rectangular box with a thin green border, intended for the company's vision, mission, and goals.

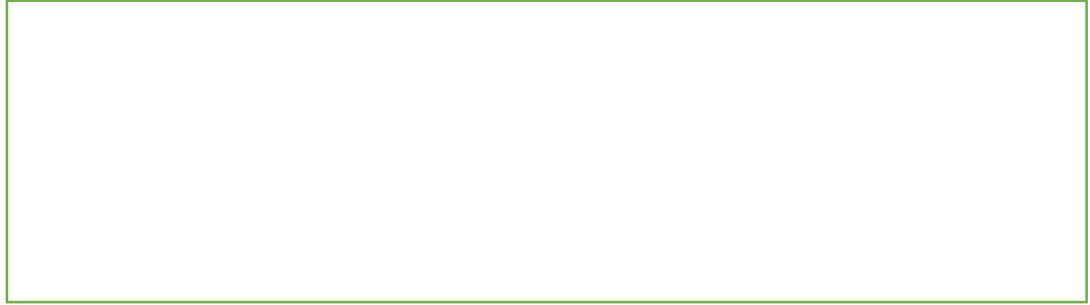
1.3. PRODUK DAN JASA

A large, empty rectangular box with a thin green border, intended for the company's products and services.

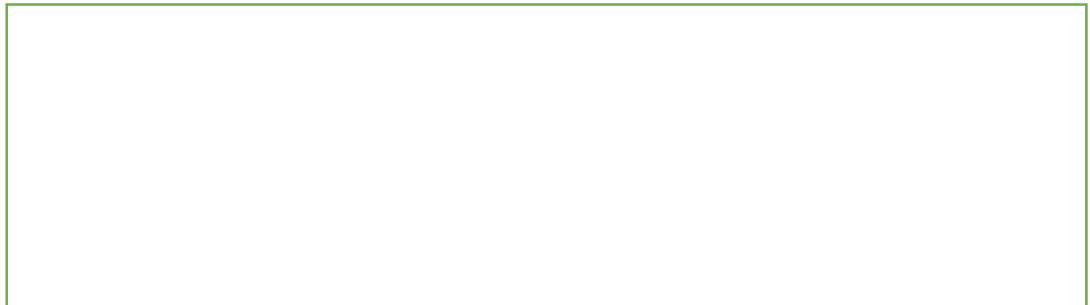
1.4. BENTUK PERUSAHAAN

A large, empty rectangular box with a thin green border, intended for the company's structure.

1.5. LEGAL STATUS DAN KEPEMILIKAN

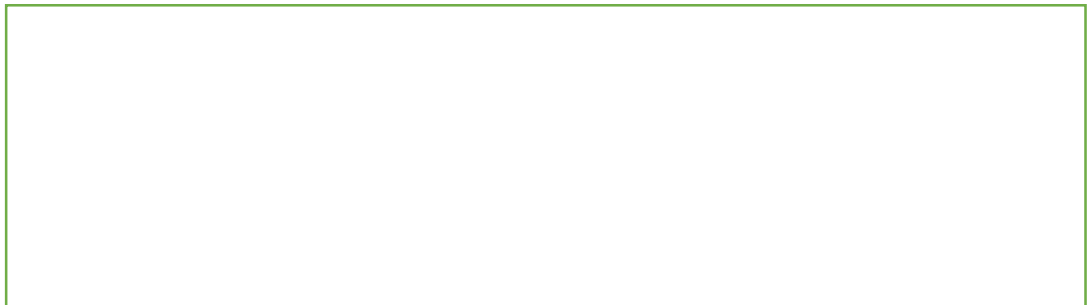


1.6. PARTNERSHIP (JIKA ADA)



II. ANALISA PRODUK

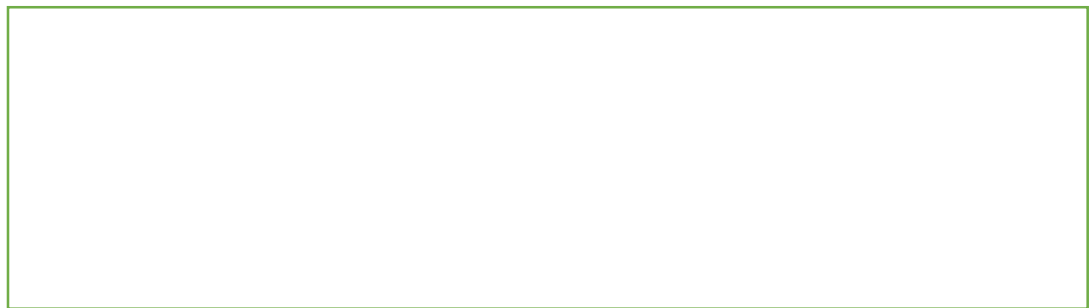
2.1. JENIS PRODUK / JASA



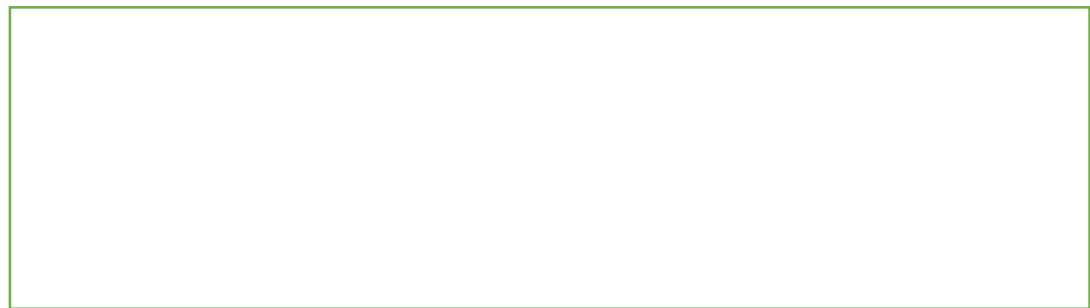
2.2. GAMBAR PRODUK/JASA



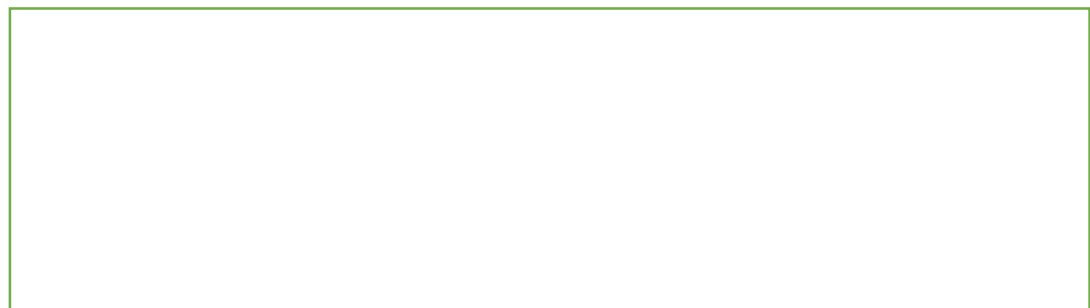
2.3. MANFAAT PRODUK



2.4. BAHAN BAKU/SUPPLIER



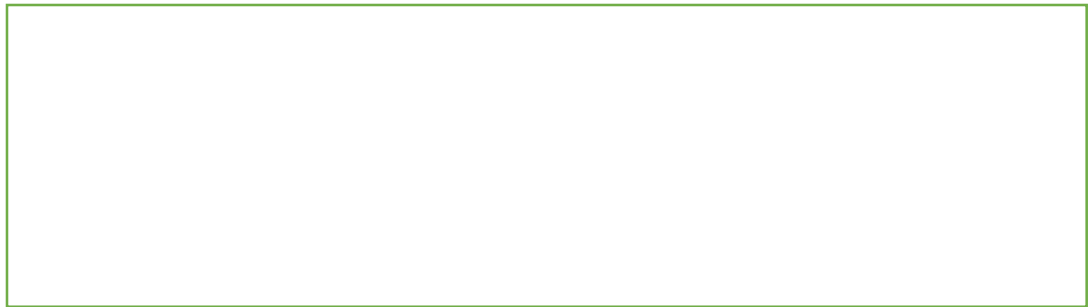
2.5. PROSES PEMBUATAN/PENCIPTAAN PRODUK



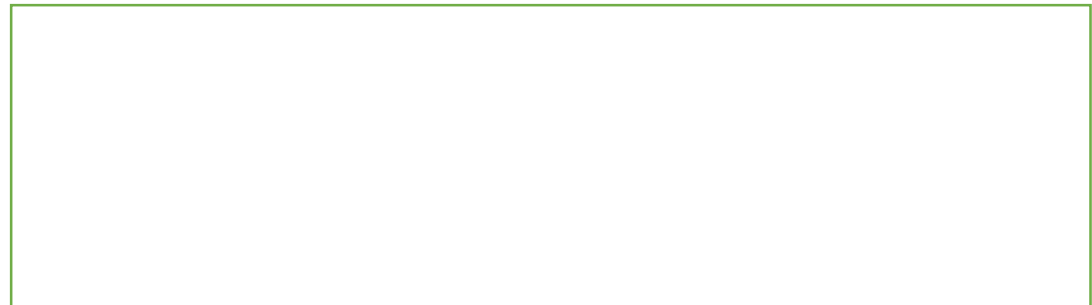
2.6. KEUNGGULAN PRODUK

A large, empty rectangular box with a thin green border, intended for listing the advantages of the product.

2.7. KELEMAHAN PRODUK

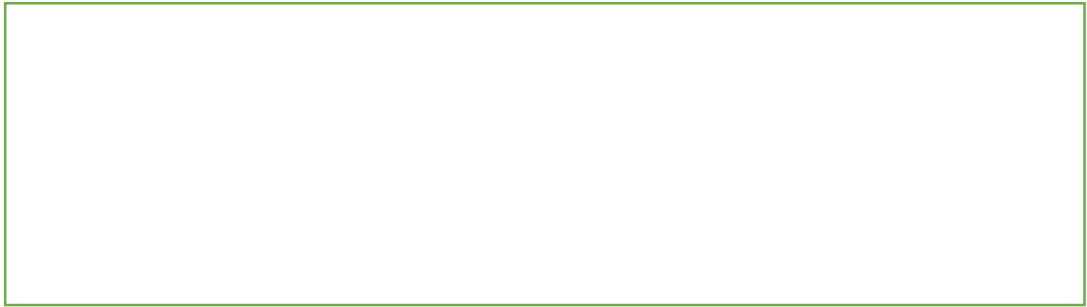
A large, empty rectangular box with a thin green border, intended for listing the weaknesses of the product.

2.8. KOMPETITOR PRODUK

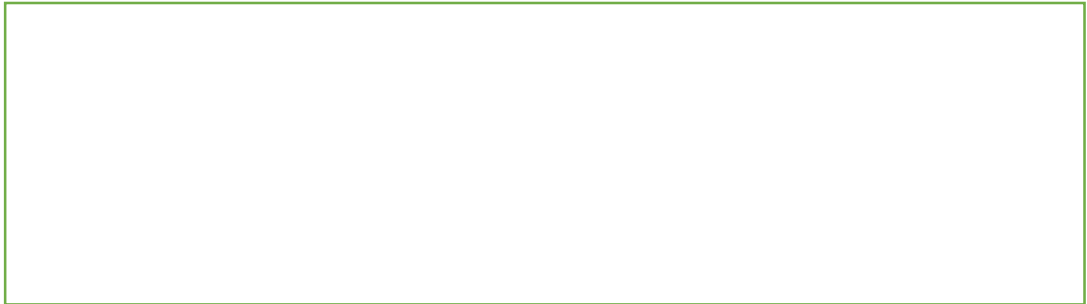
A large, empty rectangular box with a thin green border, intended for listing the competitors of the product.

III. ANALISA PASAR & INDUSTRI

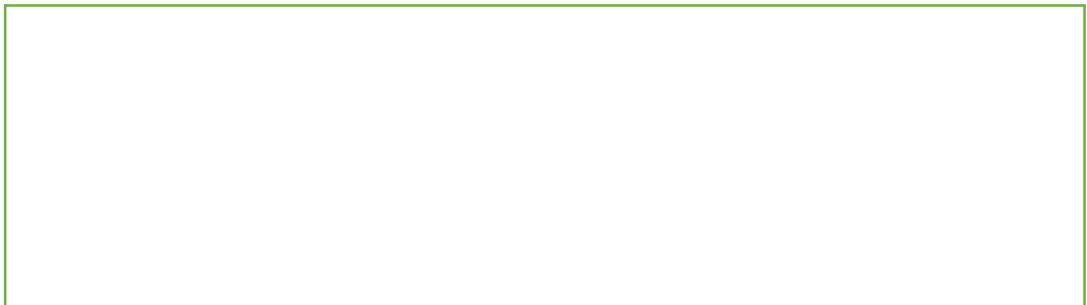
3.1. SEGMENTASI PASAR



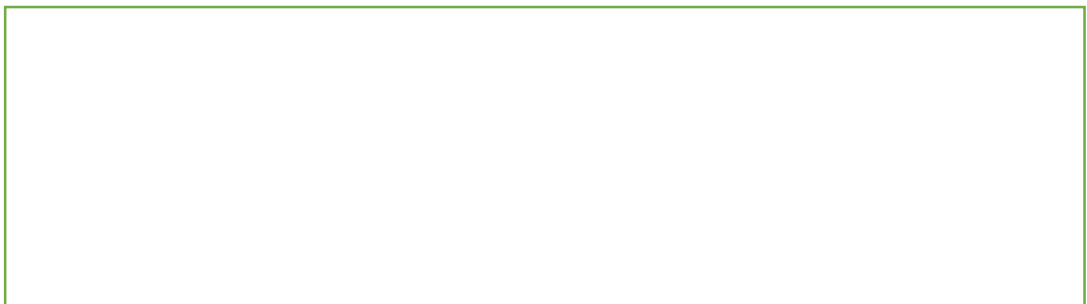
3.2. TARGET PASAR



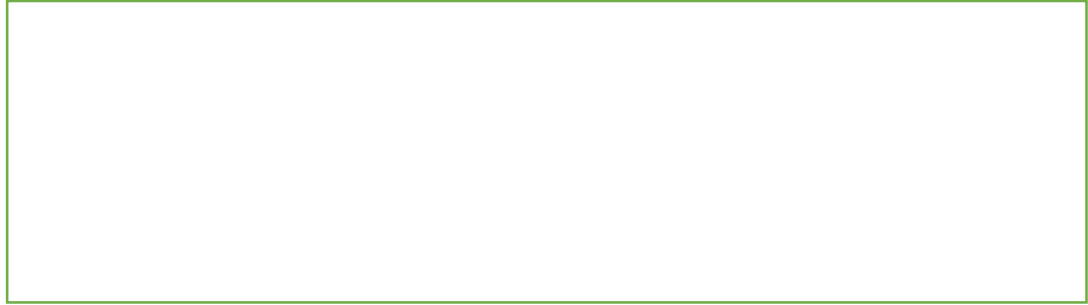
3.3. KEBIASAAN PEMBELI



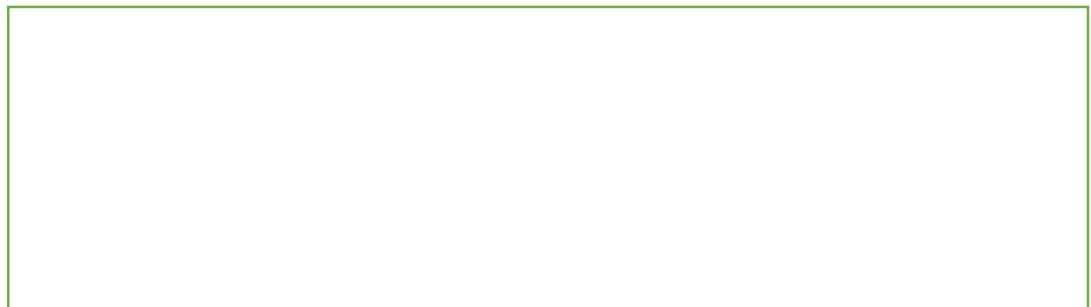
3.4. ANALISA PESAING



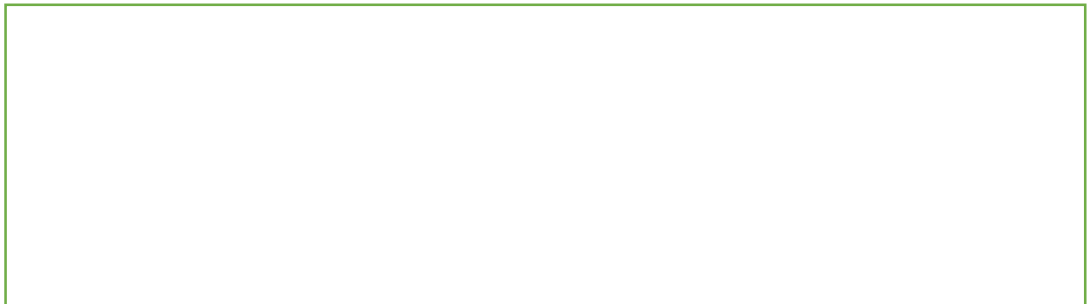
3.5. PERKIRAAN PENJUALAN TAHUNAN DAN MARKET SHARE



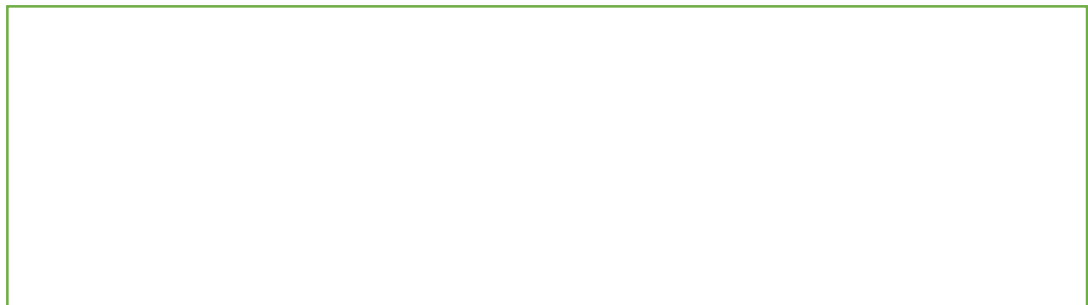
3.6. UKURAN INDUSTRI – TINGKAT PERTUMBUHAN



3.7. PROYEKSI PENJUALAN



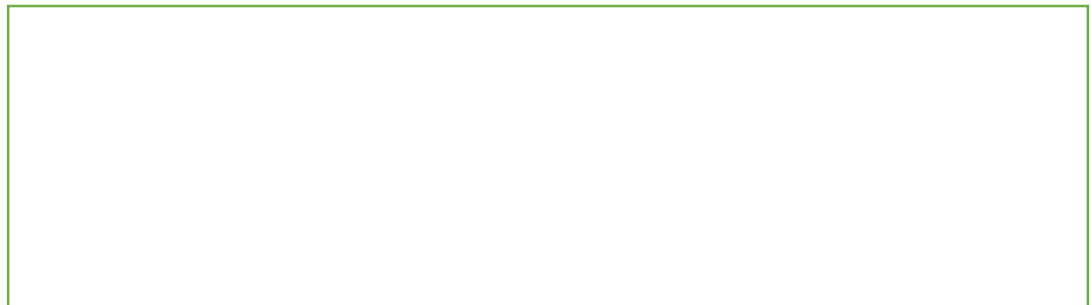
3.8. STRUKTUR INDUSTRI



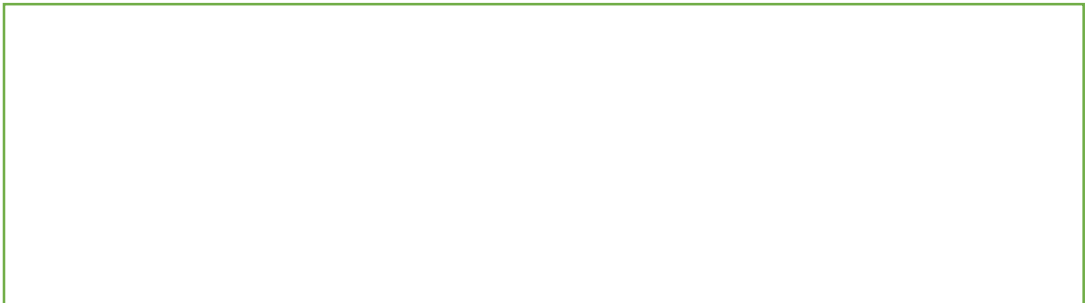
3.9. PELAKU USAHA



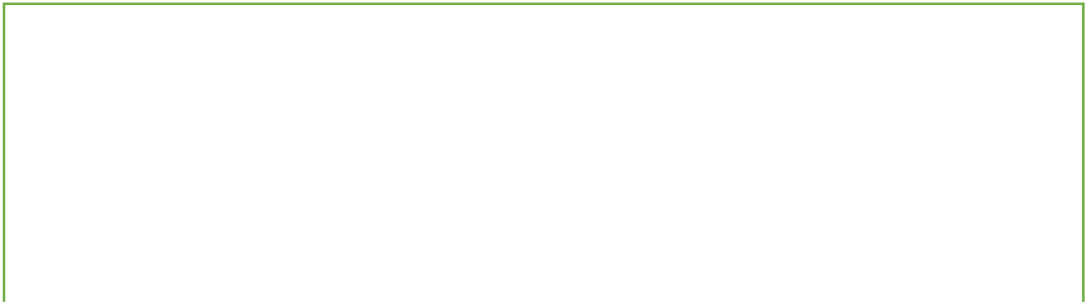
3.10. KUNCI KEBERHASILAN



3.11. TREN INDUSTRI

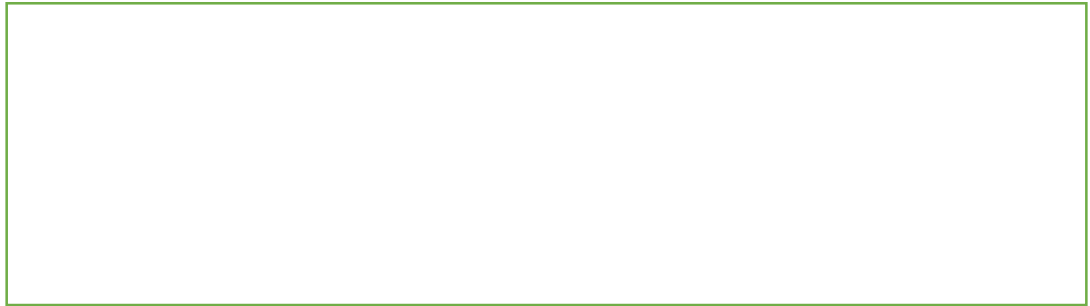


3.12. PROSPEK JANGKA PANJANG

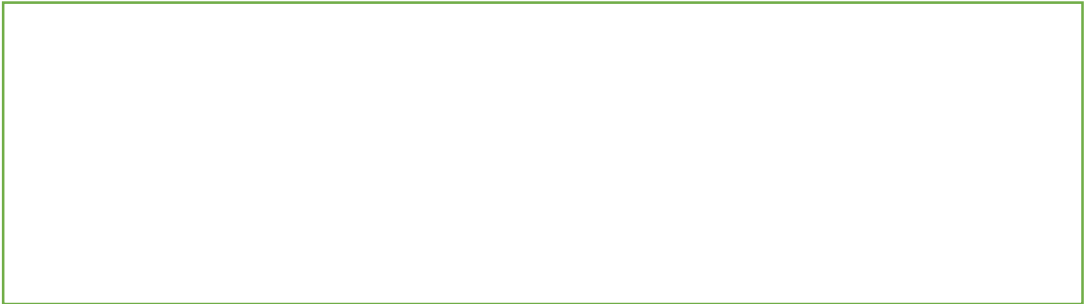


IV. MANAGEMEN DAN STRUKTUR ORGANISASI PERUSAHAAN

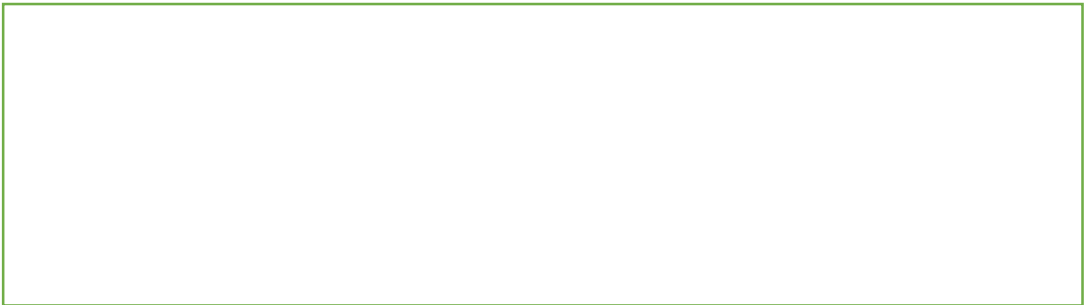
4.1. MANAGEMENT TEAM DAN STAF AHLI



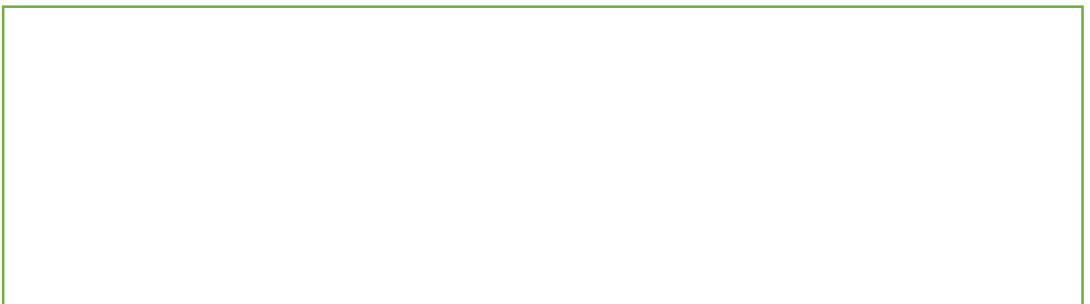
4.2. SUSUNAN DIREKSI



4.3. SUSUNAN PENASEHAT

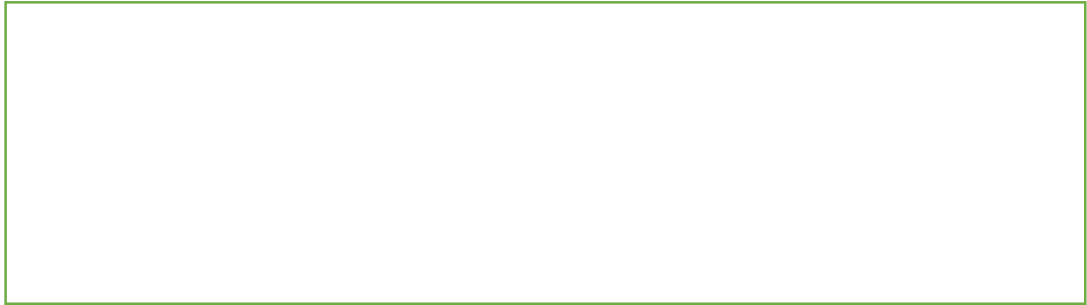


4.4. STRUKTUR ORGANISASI

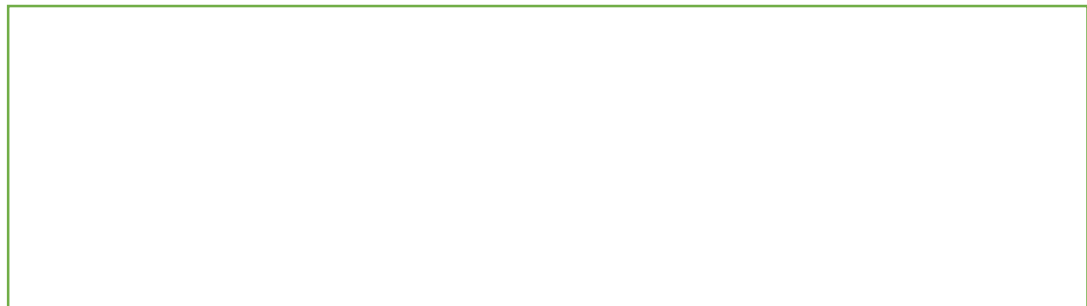


V. NILAI EKONOMIS USAHA

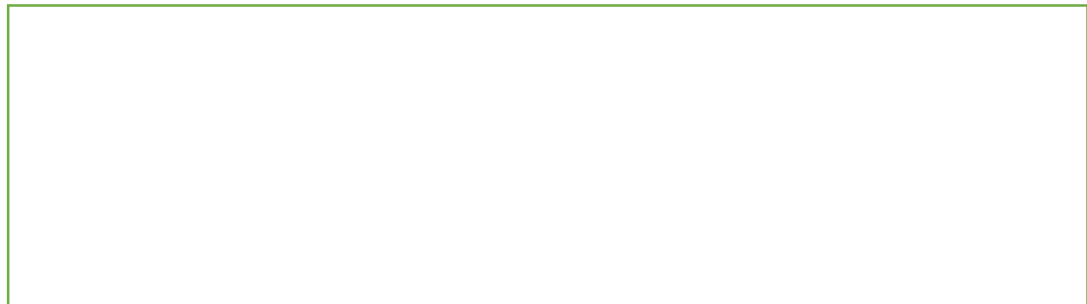
5.1. PENDORONG PENDAPATAN DAN MARGIN KEUNTUNGAN



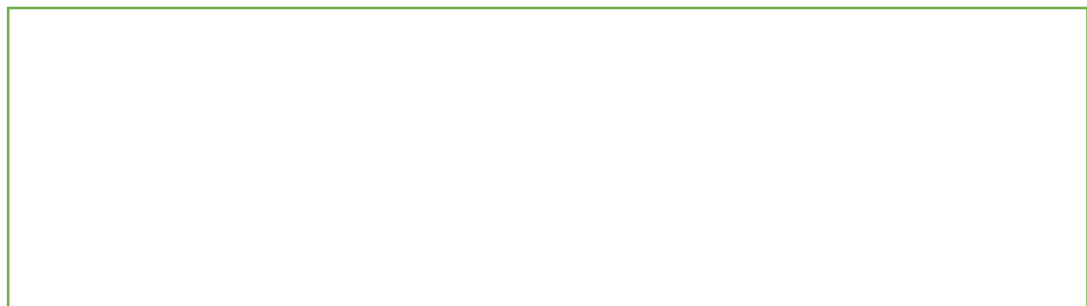
5.2. BIAYA TETAP DAN BIAYA VARIABLE



5.3. OPERASIONAL USAHA DAN IMPLIKASINYA

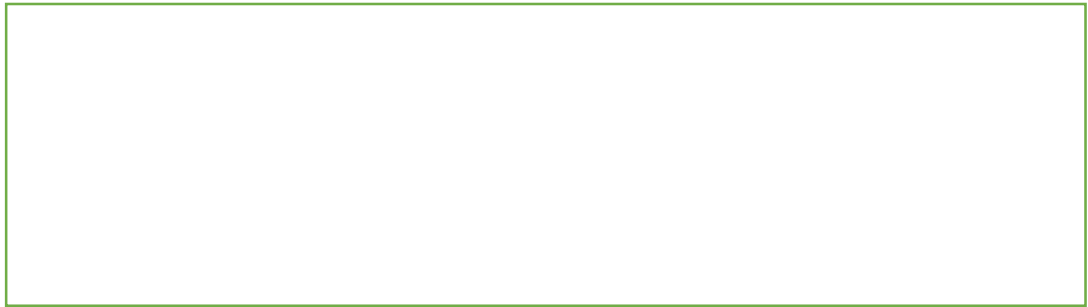


5.4. BIAYA PENDIRIAN USAHA

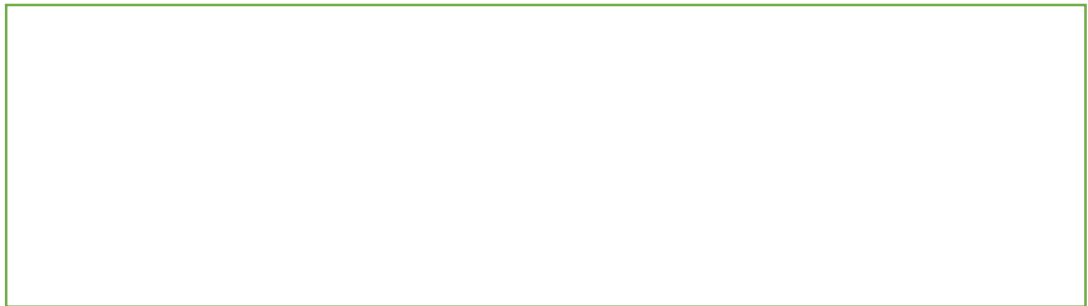


VI. RENCANA PEMASARAN

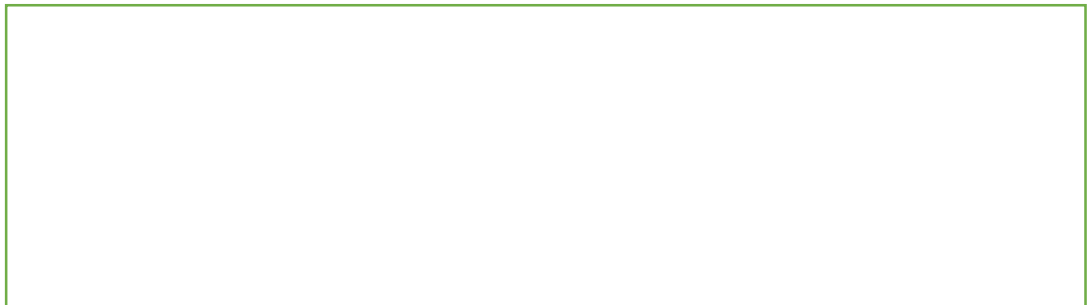
6.1. STRATEGI PEMASARAN



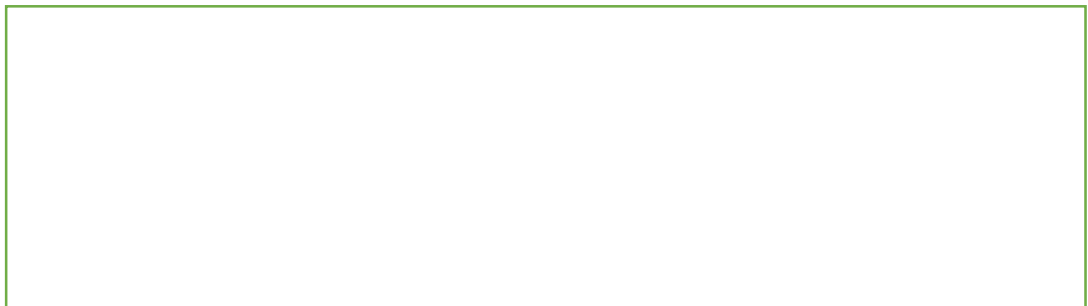
6.2. PRODUK, HARGA, PROMOSI DAN DISTRIBUSI



6.3. PROSES PENJUALAN/PERPUTARAN

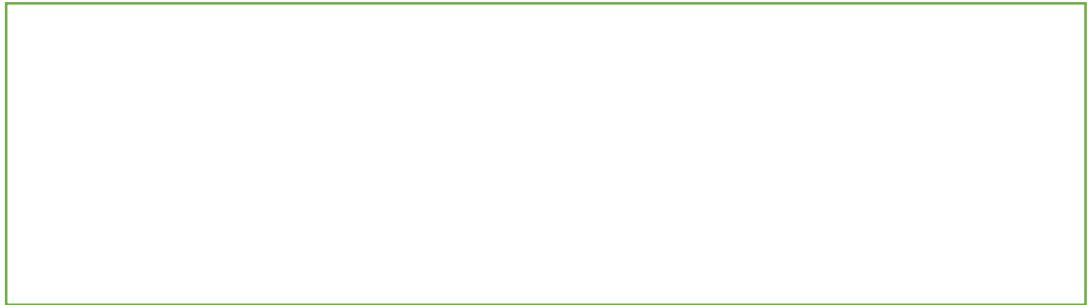


6.4. STRATEGI & TAKTIK PENJUALAN

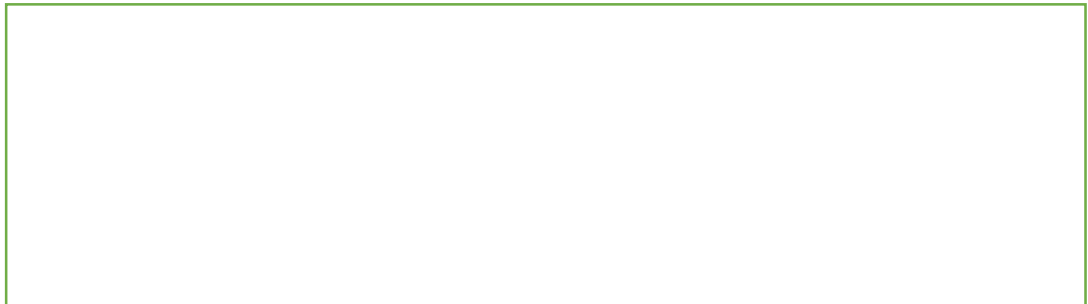


VII. RENCANA OPERASIONAL

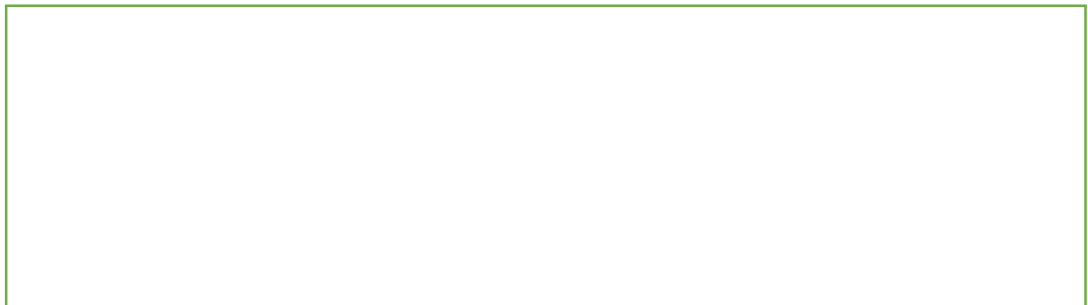
7.1. STRATEGI OPERASIONAL



7.2. LOKASI USAHA



7.3. FASILITAS DAN PERLENGKAPAN

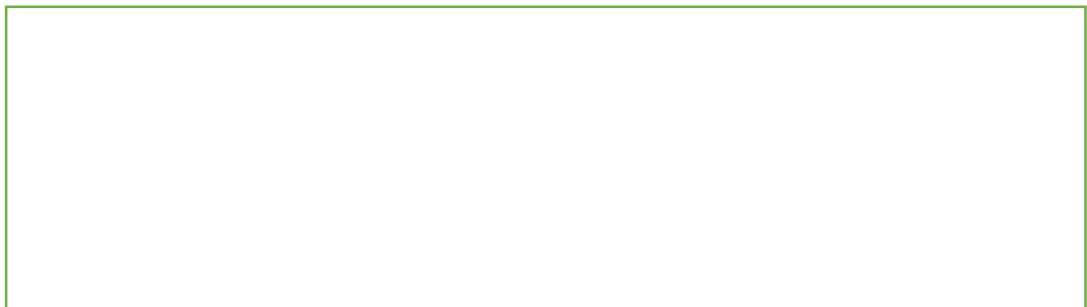


VIII. JADWAL PELAKSANAAN/TIMELINE

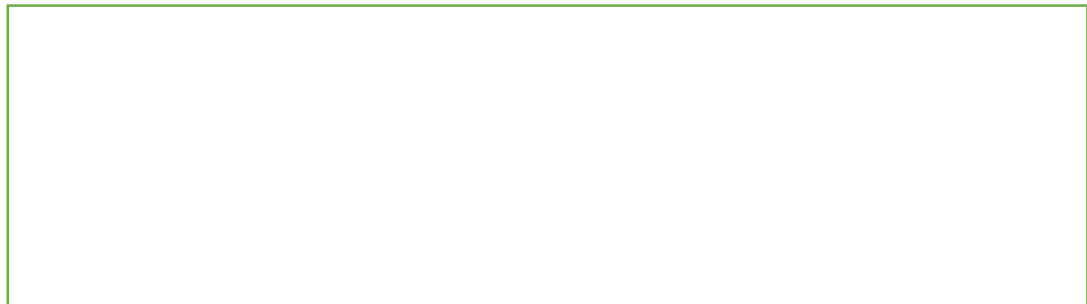
A large, empty rectangular box with a thin green border, intended for the timeline schedule.

IX. PROYEKSI KEUANGAN

9.1. SUMBER KEUANGAN

A large, empty rectangular box with a thin green border, intended for the source of funds.

9.2. PENGGUNAAN KEUANGAN

A large, empty rectangular box with a thin green border, intended for the use of funds.

9.3. ASUMSI KEUANGAN

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9.4. PROYEKSI LABA – RUGI

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9.5. PROYEKSI NERACA

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9.6. PROYEKSI ARUS KAS

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9.7. ANALISA RASIO

