

ABSTRACT

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Judul : Business Plan: Establishing A Rubber Plantation

This study discuss business plan rubber plantation at Bangka next year. The reason is the capital to start rubber plantation in medium-scale at Bangka are still relative low and could bring a high return for a long period. Author expects from this study, author can get a lot of good information about rubber plantation, and it will come from business entity and local farmer that have a great experience. Author also gets information from the books, newspaper, and internet, which discuss how to manage rubber plantation, so it can minimize the risk of failure. There is a good opportunity in the rubber plantations business, because a high demand for natural rubber this time, also many parts of the rubber plant itself, that can be used or sold, so the author can maximize the income from rubber plantations.

To implement this agribusiness project, author will establish a new company with a core business as rubber plantation company called PT.Binex. The author expect in a long run this company could become go public company, that can contribute significant not only for Bangka's rubber industry, but also for national rubber industry, so it could bring employment for Indonesian people, especially in Bangka. In addition, the company is expected to provide a high level of investment (ROI) for the shareholder, higher than deposit rate of return. At the beginning, the company will be run as a family business, so the main management functions will become a job desk for the members of the family. To maintain and develop the company, author will need a good business strategy with a high competitiveness, so can bring competitive advantage for the company. The growth strategies are divided into two parts, namely internal growth strategies and external growth strategies. Therefore, author will try to apply some of this business strategy which accordance for rubber plantation.

The conclusion from this business plan is prospect of a rubber plantation business actually is still good, although there must be a tidal experienced for author at beginning. Author has a long-term plan to develop PT.Binex not only as a rubber plantation companies, but also develop into a company that able to process natural rubber latex and other parts of rubber plants into finished goods. Author also hopes the corn plant, which is an additional commodity crops for the company, can provide a significant contribution, so that companies can maximize profits. Therefore, the author will learn more about products based on rubber and corn, so can be developed and processed into more valuable products that can be directly sell to end consumer.

Keywords: Business Plan, Agribusiness, Business Strategy