

ABSTRACT

One business that is being popular nowadays which is able accommodate modern professionals needs especially to promote their needs in socializing their images or products to public, Digital Printing, has become one of essential business that is quite hard to be put aside.

The fact above motivate us to develop a new business, pursuing the great opportunity, we consider that Bekasi, especially in Bulan-Bulan is the best place to start new business in digital printing, because printing business in Bekasi is concentrated in this area.

In implementing our aim, we establish a new company which is named CV Big's Images. We make comprehensive business plan that include the characteristic of the business, target market, technology, competition and prospect of rate of return.

Key words:

Digital printing, business plan, growth strategy

