

BUSINESS PLAN

BIG'S IMAGES

THESIS

SUGIHARTO

0606146186



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BIG'S IMAGES**

**Submitted by:
SUGIHARTO
0606146186**

**AS AN ACCOMPLISHING REQUIREMENTS
FOR GAINING DEGREE
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STATEMENT OF ORIGINALITY

This final paper represents my own effort,
any idea or excerpt from other writers in this final paper, either in form of
publication or in other form of publication, if any, have been acknowledged
in this paper in accordance to the academic standard or reference procedures

Name : Sugiharto
Student Number : 0606146186
Signature : 
Date : January 23, 2009

HALAMAN PENGESAHAN

Thesis ini diajukan oleh :
Nama : Sugiharto
NPM : 0606146186
Program Studi : MM – MBA
Judul Skripsi : Business. Plan – Big’s Image

Telah berhasil dipertahankan dihadapan Dewan Penguji dan diterima sebagai bagian persyaratan untuk memperoleh gelar MM-MBA Fakultas Ekonomi, Universitas Indonesia

DEWAN PENGUJI

Pembimbing : Ir. Muslim Harahap, MBA, MSIE

Penguji : Albert Widjaja, PhD

Penguji : Avanti Fontana, PhD

Ditetapkan di : Jakarta

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PREFACE

Assalamualaikum wr.wb.

Alhamdulillah rabbil 'alamin for his gift, mercy and blessing to me to have the ability to finish my final report with title “Business Plan Big's Image”. This final report is to fulfill one of the requisites to achieve a degree Master Of Management the University of Indonesia.

The goal this report is to give general overview about newly established company, CV Big's Image, in order to run well in Bekasi. Hopefully this report will give good input to management of Big's Image to run and to win the intense competition.

The report finally can be completed with some helps from all people advice, input, experience, knowledge, spirit and motivation which are very valuable to me. My special greatness thank to:

1. My beloved family especially my mothers, my dearest wife for their patience to give support material and immaterial.
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5. The whole staff of MM-UI.
6. My colleague in MM-MBA 2006.

Wassalamualaikum Wr Wb.

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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

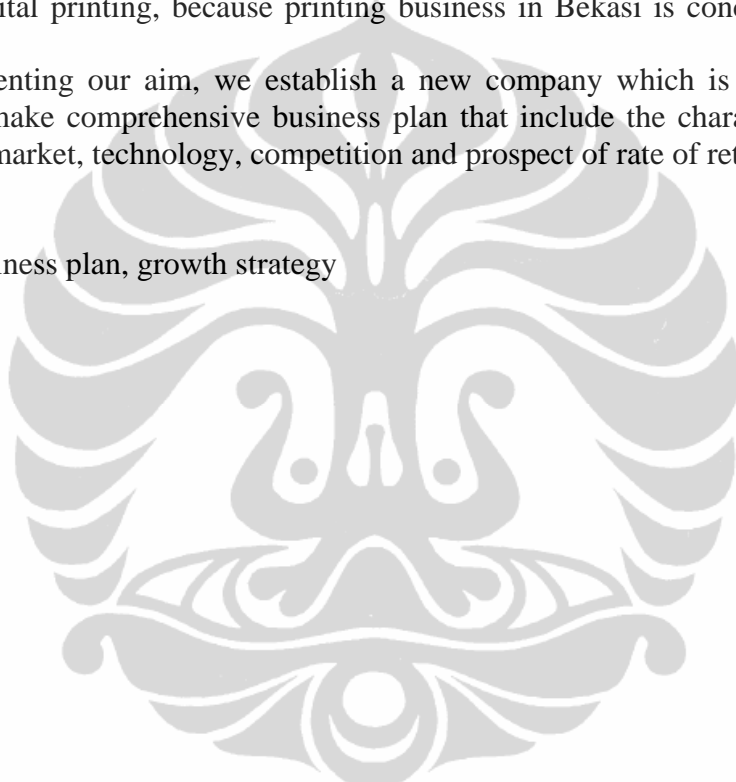


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