

ABSTRACT

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The aim of this study is to analyze the business of PEPA. Where PEPA is taking a new concept of providing an advertising platform service and distributing a product of paper packaging. Combining both of this business concept, PEPA is able to help venues such as restaurant, coffee shops and other places that are using paper packaging to reduce their cost for paper packaging, likewise PEPA is providing a new advertising platform in the form of paper packaging. The reasonable price PEPA can give both products of paper packaging and advertising platform service is by distributing the price towards both venues who are in need of paper packaging and companies who want to advertise their product or service. The Conclusion from the analysis is that PEPA is a proper business to be implemented in real life based on the value proposition which fits the consumer profile and needs.

Keywords: *Business Plan, Feasibility Study, Business Implementation*