

*Karya Ilmiah: tesis, disertasi, makalah non seminar, laporan kerja praktek, laporan magang, dan karya profesi (desain, rancangan, dll.)

ABSTRACT

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Judul : Kelayakan Bisnis Dan Implementasi Rencana Bisnis
Tangan Pertama Sebagai Penyedia Rempah-rempah

The aim of this study is to analyze the business of Tangan Pertama. Where Tangan Pertama is bringing a new color into commodity market by being a spices supplier. Based on this business concept, Tangan Pertama is able to help customers such as big stores, restaurants, and other places that are using spices such as white pepper and black pepper in their business with comparable price and the extravagant value that only Tangan Pertama can give. The Conclusion from the analysis is that Tangan Pertama 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*