

LALYTA BUSINESS PLAN: DEVELOPMENT STAGE

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ABSTRACT

This business plan aims to describe, analyze and present the feasibility level of “Lalyta”, an integrated small enterprise classified in creative industry which manufactures and sells fashion items containing Indonesian traditional batik for ladies; with the mission to become a top fashion company in Indonesia which helps increasing the use of traditional batik by young generation while at the same time contributing to stakeholders especially traditional batik craftsmen. The enterprise itself is an ongoing business which was established in early 2012, and this business plan specifically describes its development plan for year 2013 with the major plan to open its first joint showroom. At the end of the year, Lalyta is projected to generate NPV value of Rp 11.711.872 and IRR of 22,56%. Therefore, in conclusion, Lalyta’s development plan is considered feasible to be implemented.

Key words: Business plan, batik, fashion, creative industry, small enterprise