

TABLE OF CONTENTS

CONSENT PAGE	i
STATEMENT PAGES	ii
PREFACE.....	iii
ABSTRACT.....	iv
TABLE OF CONTENTS	v
LIST OF TABLES	vii
LIST OF FIGURES	viii
LIST OF APPENDIXES	ix
CHAPTER I INTRODUCTION	1
1.1 Background	1
1.2 Business Description	2
1.3 Scope.....	3
1.4 Data Collection	3
1.5 Systematics of Writing.....	3
CHAPTER II BUSINESS PLAN.....	4
2.1 Executive Summary	4
2.2 Business Profile	4
2.3 Products	6
2.4 Market Analysis	7
2.4.1 Analisis Competitive Profile Matrix (CPM)	7
2.4.2 Competitor Analysis	8
2.4.3 Market Size (TAM SAM SOM)	10
2.4.4 STP Analysis.....	10
2.5 Marketing Plan and Strategy	11
2.5.1 Marketing Mix 4Ps.....	12
2.5.2 Marketing Mix 4Cs	13
2.5.3 Social Media Marketing	14
2.6 Operational Plans and Strategies	16
2.7 Management Team Plan.....	26
2.8 Financial Plan.....	27

CHAPTER III CONCLUSION AND SUGGESTION	31
3.1 Conclusion	31
3.2 Suggestion	31
BIBLIOGRAPHY	32
APPENDIX.....	33