



THAHARAH LAUNDRY IN JEMBER

BUSINESS PLAN

Submitted as one of the requirements to obtain

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By

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ABSTRACT

The business plan for the newly founded Thaharah Laundry in Jember is the main topic of this thesis. The business wants to create a new laundry product in accordance with Islamic concepts. The company's plan will be validated by the business plan, which will also assist in setting and achieving both short- and long-term objectives. The method used is a descriptive analysis compiled based on information obtained from the observation of the laundry business in Jember, with the business model canvas analysis. The feasibility assessment of the laundry business plan “Thaharah” is carried out with the parameters of financial analysis, break even point, net present value, and internal rate of return. The results of the analysis and discussion of the study concluded that: 1) The laundry business is a business needed by many people and not a seasonal business; 2) Financially, in business viability, projections of financial flows for three years indicate a break even point in the 18 months, net present value is positive, and internal rate of return is 13.24%.

Keywords: laundry, shariah, thaharah

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