



THAHARAH LAUNDRY IN JEMBER

BUSINESS PLAN

Submitted as one of the requirements to obtain

Magister Manajemen

By

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FACULTY OF BUSINESS

MASTER OF TECHNOLOGY MANAGEMENT STUDY PROGRAM

CIKARANG

February, 2023

THAHARAH LAUNDRY IN JEMBER

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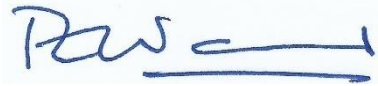
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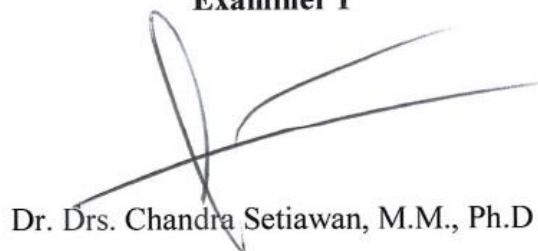
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ACKNOWLEDGMENTS

Foremost, I would like to express my sincere gratitude to my master's final project advisor Dr. Drs. Chandra Setiawan, M.M., Ph.D for the continuous support of my master's final project work, for his patience, motivation, enthusiasm, and immense knowledge. His guidance helped me in all the time of research and writing of this master's final project report.

Besides my advisor, I would like to thank the rest of my master's final project defense committee Dr. Stephanus Remond Waworuntu, MBA and Dr. Purwanto, S.T.,M.M for their encouragement, insightful comments, and hard questions.

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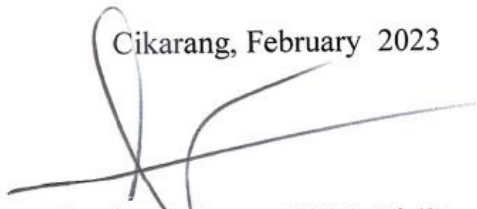
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ABSTRACT

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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