

## EXECUTIVE SUMMARY

Nama : ESTI WAHJU WIBOWO  
Study Program : MAGISTER MANAJEMEN  
Title : **Strategi Operasional Dalam Pembuatan Rencana Bisnis  
Penyedia Jasa Pemasangan Mesin-mesin Industri Ban  
(PT.Tire Mandiri)**

*PT. TIRE MANDIRI will be a company that offers both new and used machine installation services and also offers upgraded technology especially in tire industry. The company will be domiciled in Tangerang to save start up costs. The founders of this company are some professional engineers who are responsible and experienced more than 15 years in the installation of industrial machinery tire factory.*

*The founder of this company provides initial investment to start-up costs. The investment, around 40% is required for start-up costs while the rest is to be placed in the company's account as working capital.*

*The company focuses on providing installation services of tire industry machinery. State-of-the-art analysis will be an inseparable part of the business plan. The implementation of quality control and the guarantee of business continuity will produce production work that focus in effectiveness and efficient.*