

ABSTRACT

The strong development of the national minimarket network owned by large companies, especially in Indonesia, makes conventional store, supermarkets and local minimarkets decrease in their competitiveness. The national minimarket network which is in the housing environment with a modern store operating system, a complete variety of products for daily needs, makes the national minimarket network accepted by the market and is faster in penetrating to open their new stores. Competition with the national minimarket network is a challenge faced in the local minimarket business. Minimarket which has innovation and strategy needed by the market and brings actual solutions along with the times will have a chance to win the competition.

This Business Plan explores the strategy of a local minimarket company namely Noor Halal Minimarket in developing its business. Key strategic factors in running the business are the selection of the location of the store and the market segment being worked on, profit growth along with the investment invested and the potential for the development of minimarkets in the long run in preparation for minimarket business competition. Noor Halal Minimarket in this case chose Islamic education institutions as a niche market that has not been explored, especially in the province of West Java because it has a large number of pesantren. Another mainstay strategy is to use vending machine innovations in day-to-day operations for the efficiency and application of tiered prices following a certain number of purchases. Some analytical calculations to assess the feasibility of doing business:

- a. Investment feasibility analysis of several parameters as follows: ROI in the 5th year achieved positive and significant growth reaching 25%; NPV calculated with a WACC interest rate of 13,20% shows positive results; BEP or break-even point will be reached within 1 year 10 months; The resulting IRR rate is 60,79%.*
- b. Financial performance analysis of several parameters as follows: the value of liquidity ratios always exceeds the value of 1, which means current assets are always greater than debt, this shows the company is always in a liquid state;*

The solvency ratio shows that the company's debt is always smaller than the company's assets and the company's profits are far greater than the value of the debt interest to be paid; Profitability ratios show the company's ability to generate profits (profitability) continues to increase.

c. Risk analysis to identify, treat and evaluate the business to be run.

In conclusion all the parameters of the investment feasibility analysis, financial performance analysis and risk analysis illustrate that Noor Halal Minimarket has a low risk of loss and a high profitability opportunity.

Keywords: *minimarket, pesantren*