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| RENCANA BISNIS  Business Plan  **Pelatihan Wirausaha Tenaga Kerja Mandiri *Mikro* 2021**   |  |  |  | | --- | --- | --- | | Tanggal Pelatihan | : |  | | Nama Instruktur | : |  | | Nama Bisnis | : |  | | Nama Penyusun Rencana Bisnis | : |  | | | |
| |  |  | | --- | --- | | 1. | 9. | | 2. | 10. | | 3. | 11. | | 4. | 12. | | 5. | 13. | | 6. | 14. | | 7. | 15. | | 8. | 16. | | | |
|  |  | Penyusun |
| Nomor Handphone Ketua Kelompok: |  | Ketua Kelompok  *(tandatangan)*  ( ) |

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| 1. **Deskripsi Usaha** 2. **Jenis Usaha:**   **Produk/barang**  **Layanan jasa**   1. **Target pelanggan sebagai berikut:** |
| 1. **Pemasaran** |
| |  |  |  | | --- | --- | --- | | **1. Produk barang atau jasa** |  |  | | |  |  | | --- | --- | | **PRODUK BARANG ATAU JASA YANG DITAWARKAN** | **KARAKTERISTIK ATAU GAMBARAN PRODUK** | |  |  | |  |  | |  |  | |  |  | |  |  | |  |  | | | | |  | | | | **2. Harga** | | | | |  |  |  |  | | --- | --- | --- | --- | | **JENIS-JENIS PRODUK BARANG ATAU JASA** | **HARGA POKOK PRODUKSI (HPP)** | **HARGA JUAL** | **HARGA YANG DITAWARKAN OLEH PESAING** | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  | | | | | | |  |  |  |  | | --- | --- | --- | | **3. Tempat** |  |  | | 1. **Cara penjualan produk** Saya akan menjual barang atau jasa saya kepada:  |  |  |  |  | | --- | --- | --- | --- | |  |  | Online | Offline | | 1. | Langsung ke pelanggan |  |  | | 2. | Pengecer |  |  | | 3. | Grosir |  |  |   **b. Alasan memilih cara penjualan tersebut:**  1. ...................................................................................................................................................  2. ...................................................................................................................................................  3. ...................................................................................................................................................  4. .................................................................................................................................................. | | | | |  |  |  | | --- | --- | --- | | **DESKRIPSI PEMILIHAN TEMPAT DAN LOKASI BISNIS** | : |  | | | | | **4. Promosi** |  |  | |  |  |  | | |  |  | | --- | --- | | **BENTUK PROMOSI** | **URAIAN** | |  |  | |  |  | |  |  | |  |  | |  |  | | | | |
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| 1. **Analisa SWOT** 2. **Kekuatan usaha yang akan dijalankan:** |
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| 1. **Kelemahan usaha yang akan dijalankan:** |
| 1. **Peluang usaha:**    1. **Ancaman usaha:** |
| 1. **HARGA PULANG POKOK** |