

**BUSINESS PLAN MODEL FOR SOUVENIR MANUFACTURING:  
A STRATEGIC ACTION APPROACH IN FUND RAISING  
(Case Study in Universitas Atma Jaya Yogyakarta)**

**THESIS**

**Submitted as Partial Fulfill of Requirements  
To Obtain the Bachelor of International  
Industrial Engineer Degree**



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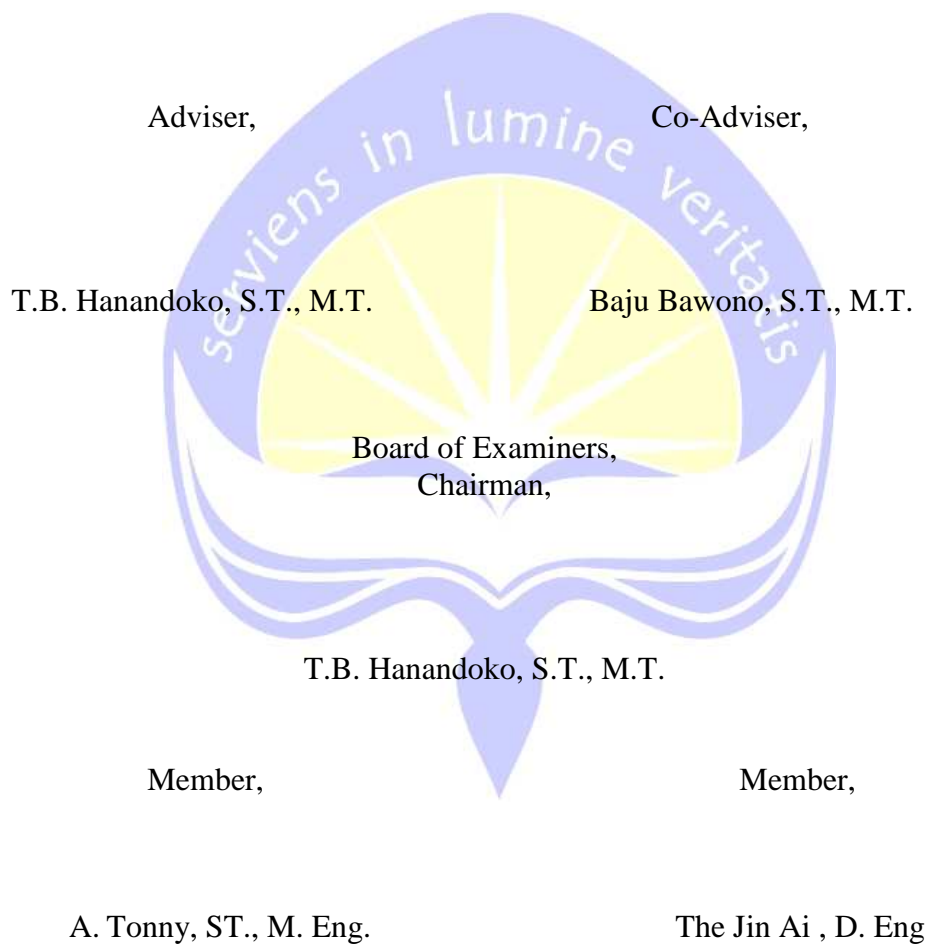
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**INTERNATIONAL INDUSTRIAL ENGINEERING PROGRAM  
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UNIVERSITAS ATMA JAYA YOGYAKARTA  
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**A BACHELOR OF  
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On**

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Has been Examined and Approved  
On June, 2009



Yogyakarta, June, 2009  
Dean of Faculty of Industrial Technology  
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## STATEMENT OF WORK'S ORIGINALITY

I honestly declare that this thesis which I wrote does not contain the works or parts of the works of other people, except those cited in the quotations and bibliography, as a scientific paper should

Yogyakarta, June 2009

William Susanto Soegiarto



## ACKNOWLEDGEMENT



Especially for:

- My Lord, Jesus Christ
- My lovely Mom and Dad
- My brother, Herman
- TIKI Batch 2004, good luck to everyone...

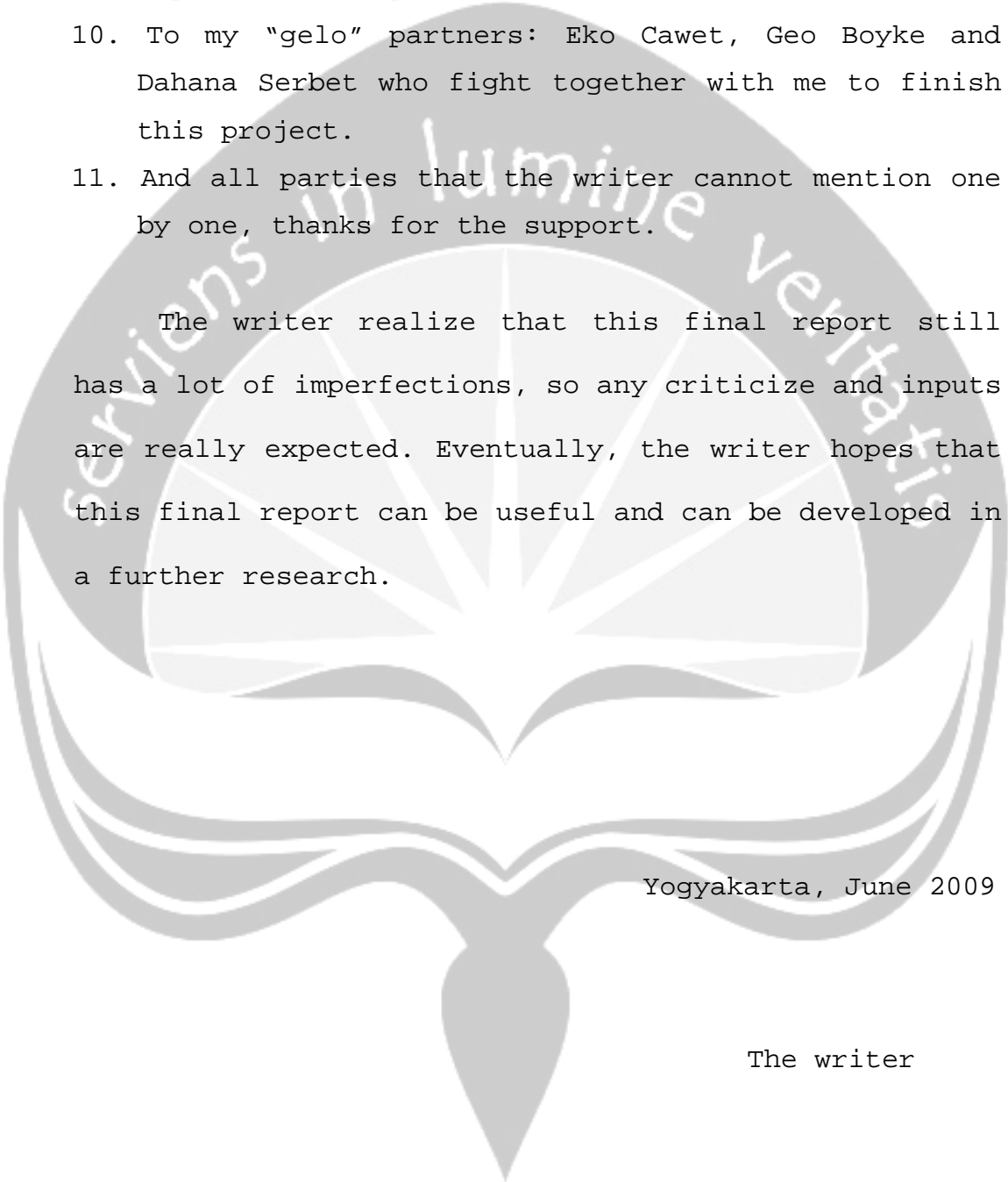
## FOREWORD

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The writer realize that this final report still has a lot of imperfections, so any criticize and inputs are really expected. Eventually, the writer hopes that this final report can be useful and can be developed in a further research.

Yogyakarta, June 2009

The writer

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## ABSTRACT

Souvenir, as a symbol, logo or emblem, interlaced with many things, such as tourism, institutions, organizations, and clubs, even personal. The souvenir market is growing together with the increasing amount of travelers, companies, clubs, etc. In Yogyakarta, the souvenir industries use technology of sand casting to produce souvenirs made from metal. The weakness of this method is that the products have not the same form in details. In the last several months Jogja Artistic Symbolic Souvenir (JASS), a planned business unit of Atma Jaya University of Yogyakarta, has develop new technology, called spin casting, to cover the weakness of sand casting method. Spin-casting offers capability to produce intricate design, smooth surface finish, economical process and mass production.

This paper will examine proper souvenir manufacturing conducted in JASS. The production cost will be calculated, to determine the selling price. Break Even Point will be used to know how many pieces of product should be produced to cover the investment. After that cash flow forecast will be generated to decide is the profit feasible or not. Finally by writing a business plan, this can provide a framework to a real action of fundraising efforts. It will show that this business is feasible enough to be run.

Based on the analysis and examination in business plan at the appendix, it can be concluded that this business is feasible to run. With BEP of 10,000 units, the investment will be returned in 6 years period based on cash flow. The total profit in 10 years period is IDR 560,004,223.