

BUSINESS PLAN ANALYSIS
(A CASE STUDY OF PT MARGA AGUNG'S EXPANSION TO
FURNITURE INDUSTRY)

THESIS

Presented as Partial Fulfillment of the Requirements for the Degree of
Sarjana Ekonomi (S1) in International Management Program Faculty of
Economics Atma Jaya Yogyakarta University



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FACULTY OF ECONOMICS
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(A CASE STUDY OF PT MARGA AGUNG'S EXPANSION TO FURNITURE
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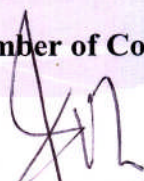
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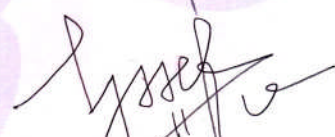
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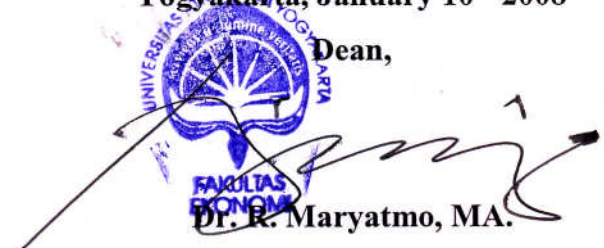

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STATEMENT OF THESIS AUTHENTICITY

I am Asa Leonardo Sulistio hereby declare that I compiled this thesis with the following title:

BUSINESS PLAN ANALYSIS (A CASE STUDY OF PT MARGA AGUNG'S EXPANSION TO FURNITURE INDUSTRY)

is really my own thinking and writing. I fully acknowledge that my writing does not contain others' or part(s) of others' writing, except for those that have been cited and mentioned in the references.

Yogyakarta, December 9th, 2008



Asa Leonardo Sulistio

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Praise The Lord for His bless and guidance the author could finish this final paper entitled Business Plan Analysis (A Case Study of PT Marga Agung's Expansion to Furniture Industry). This final paper is assembled as a requirement to finish International Management Major.

This paper could be finished by the help and support of many people which been encourage in the making of this paper and involve in the thesis process, and might not been able to be mentioned one by one.

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The author realizes that there are still a lot of mistakes in this thesis, thus let the author apologize before. Suggestions and comments are welcome for the improvement of the thesis. The author hopes this thesis will help the case company as well as other interested persons and readers in improving market strategies.

Yogyakarta, December 9th, 2008

Author,



Asa Leonardo Sulistio

Motto

"There are those who look at things the way they are,
and ask why.. I dream of things that never were, and
ask why not?"

-Robert Francis Kennedy-

"You are never given a wish without being given the
power to make it come true."

-from the book "Bridge Across Forever" by Richard Bach-

"Greatness comes to those who take it"

-from the movie "Mongol"-

"Put your future in good hands.. Your own!!"

-Anonymous-

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REFFERENCES

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ABSTRACT

There are times when a company has to grow; this may come as a result of many occurrences, such as growing competitors, to boost income, necessity to give selections to customers, etc. If a business is stagnant when a competitor grows, soon the business will lose its customers to its competitor, which may offer more varieties, or made cheaper product. So, a business has to grow, simply due to the nature of the competitive environment that will not let it survive without emerging. Based on those fact, Marga Agung plan to do expansion to furniture industry through its product development. This study intends to explore the expansion to furniture industry in the case of Marga Agung and evaluate it through two main research questions: (1) Should Marga Agung do the expansion to furniture industry (2) What strategy does Marga Agung use to enter this new market.

The thesis is based on using interview and related literature. In order to answer the research question, the authors use data analysis method such as (1) Payback Period analysis (2) Break Even Point analysis (3) Net Present Value analysis.

The thesis concludes with results and findings of the analysis performed by the authors, which are: (1) Marga Agung should do the expansion to furniture industry (2) Marga Agung will use many marketing and promotional approach to enter furniture market.

Key words: business plan, growth strategy