

## **ABSTRACT**

*The demand for personal care and beauty services in Indonesia has been increasing annually, as evidenced by the growing number of beauty salons in the country. Heidee Studio can leverage this opportunity by optimizing business performance through comprehensive business aspect analysis. The main objective of this research is to determine whether the business development undertaken by Heidee Studio will be profitable in the future.*

*This research employs a qualitative method with a descriptive approach. To obtain more accurate and in-depth data, primary data analysis was conducted through observation and interviews. Secondary data from literature studies were used to reinforce the primary data in formulating and writing Heidee Studio's business plan.*

*The total funding required for this project is Rp186,147,500, comprising an investment cost of Rp10,374,500 and working capital cost of Rp175,773,000 for the first year of the project. The sensitivity analysis of this total funding shows a net present value (NPV) of Rp234,414,193, an internal rate of return (IRR) of 39%, a payback period (PBP) of 15 months, and a profitability index of 2.26. Each component's results indicate that Heidee Studio's business venture can be profitable in the future and is recommended to execute.*

**Keywords:** *business plan, business analysis, beauty services industry, nail salon.*

