

ABSTRACT

Navi Jaya Utama is a trading company specializing in the management of Polyethylene Terephthalate (PET) plastic bottle waste bales press. Established in 2022, the company aims to provide efficient plastic waste management solutions in the Jabodetabek and Karawang regions. This initiative was driven by the increasing need for effective plastic waste management, particularly in addressing environmental issues caused by plastic waste. Recognizing this opportunity, Navi Jaya Utama operates as a trader, acting as an intermediary between sellers and buyers in the plastic waste management industry.

To develop the company, it is essential to conduct an environmental analysis, business feasibility study, and business plan for Navi Jaya Utama. Based on this analysis, strategies for company development can be formulated. This writing has utilized data collection techniques through observation.

The findings indicate numerous opportunities presented by the surrounding environment for Navi Jaya Utama as a B2B trading company. However, there are areas that may need improvement. While Navi Jaya Utama has capitalized on various opportunities in both local and international markets and demonstrated strong adaptation by shifting focus to the local market, the company should further explore product and market diversification to reduce dependence on key clients and expand its product line. Additionally, the development of human resources through ongoing training and improving employee welfare is crucial.

Keywords: Environmental Analysis, Business Feasibility, Business Plan

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