



ABSTRACT

This research is designed to find out the study results about the opportunities in developing CV. Sinar Akbar paper business and to prepare the business plan which can be become a guide for the management of CV. Sinar Akbar .

Research methode used was the methode of qualitative descriptive analysis. A methode of qualitative descriptive is a research with purpose to find out the description of environment in paper business and it has been conducied in studying the conditions, process, characteristics, result from a variable before that is not known yet.

Its results showed that the opportunities of paper business still profitable for the company. The quality services is increased in continuity, they will make the customer have felt their need is met. Increasing the sales, and the affective and efficiency of the operational in continously in order to increase the profit.

In conducting business activities, CV. Sinar Akbar should conduct periodic evaluation to the strategies undertaken in order to know whether the strategy set has been running in the right direction and give the expected results.

Keywords : *business plan, operational plan, marketing plan, organizational plan, financial plan, strategy, competitive.*