

ABSTRACT

Industry internet now has the development of very rapidly the last few years. Industry marketing internet become favorite in do all activity sales-and- done by industry in indonesia. Has a flourishing website sales-and- in indonesia foster competition to be website sales-and- number one in indonesia. ARProperti as establishment sales agents property also plunge on website business sales-and- special sector property with trademark Indonesianproperti.com but in building a new business needs to get business plan to business be directed and be included in decision-making in the future.

Determination plan marketing traveled through observation in the press the internet, research instrument in form of google keyword tools to know how a potential market, available market and target market of products Indonesianproperti.com and forecasting data secondary of products Indonesianproperti.com to determine the technical plan and financial used technical data and finance obtained from ar of property and of various other sources.

The results of research shows how is business plan to be used in running a business websites sales-and- property Indonesianproperti.com. The marketing plan showed positioning and used by a company, a tagline and how the method employed in accomplishing a goal marketing company. Technical plan and operation of application, showed the need for the needs of employees and the needs of the office to be used in accordance the vision of the company. The result of reckoning financial plan for the period indicated value of NPV 2014-2018 Rp 104.169.328,95, MARR 14 %, the value of IRR 17,60 %, the value of PBP 4,003, the value of NPV > 0, and IRR > MARR(14 %).

Keywords: Indonesianproperti.Com, Business Plan, marketing plan, technical plan , operational plan, financial plans