

EXECUTIVE SUMMARY

Tujuan Laporan “Analisis Kinerja Perusahaan Dagang, Studi Kasus Pada Nandhut’s Outlet” adalah Ingin memenuhi kebutuhan penampilan wanita secara umum dengan *style yang up to date* dan *modis* serta ikut meningkatkan *style* wanita indonesia.

Rencana pengembangan usaha ini mencakup bidang pemasaran, bidang operasional, dan bidang keuangan. Rencana pemasaran meliputi (1). Iklan dengan sub program (a). Iklan di KR & Harian Jogja. (b). Iklan lewat Internet (Facebook dan blog). (c). Pembuatan brosur. (2). Penjualan Khusus dengan sub program (a). Penjualan *door to door*. (b). Penjualan kredit. (c). Potongan harga. Rencana operasi meliputi perluasan area pemasaran, sedangkan rencana keuangan meliputi permodalan untuk rencana pemasaran dan operasi.

Pelaksanaan berbagai rencana tersebut diperiksa di akhir Januari sampai April 2010. Rencana pemasaran yang tercapai adalah (1). Iklan dengan sub program Iklan lewat Facebook dan blog, (2). Penjualan khusus dengan sub program (a). penjualan *door to door*. (b). Penjualan kredit. (c). Potongan harga. Rencana kuangan yang tercapai adlah pemodalan untuk rencana pemasran. Adapun penambahan program yang dilakukan adlaah penjualan bertingkat. Berdasarkan hasil-hasil tersebut, penulis berkeyakinan bahwa Nandhut’s Outlet akan mampu bersaing dan mempunyai prospek yang baik kedepannya.

Kata-kata kunci : analisis kinerja, rencana pemasaran, rencana operasional, rencana keuangan.

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The purpose of the report of “Analysis on Operation of Trading Company, A Case Study on Nandhut’s Outlet” is to meet a demand of women’s appearance in general which up to date and stylish, and help to improve Indonesian women’s style.

The development plan of the enterprise (venture) covers marketing sector, operational sector, and financial sector. Marketing plan includes (1). Advertisement with the sub- program are (a). advertising via internet (face book and personal blog), (b). advertising in KR and Harian Jogja newspaper, (c). the making of brochure, (2). Special sales with the sub- program (a). door-to-door sales, (b). credit sales, (c). the discount. The operation plan includes the extension of marketing area, while the financial plan includes capital of operation and marketing plan.

The implementation of plans above were examined during the end January up to April 2010. The marketing plans which reach the target are (1). Advertisement with the sub- program advertising via face book and personal blog, (2). Special sales with the sub- program (a). door- to- door sales, (b). credit sales, (c). the discount. The financial plan that gain its target is capital for marketing plan. Meanwhile, the additional program which have been done is multilevel sales. Based on the results, the researcher (writer) trusts that Nandhut’s outlet has a capability to compete and a bright future chance (prospect).

Key words: operation analysis, marketing plan, operational plan, financial plan.