

EXECUTIVE SUMMARY

Tujuan paper “Distributor Gula dan Kelapa” adalah untuk mengoperasionalkan dalam memenuhi kebutuhan para konsumen dan dapat memulai operasinya secara efektif dan efisien agar dapat menghasilkan keuntungan yang diharapkan.

Rencana pengembangan usaha ini mencakup bidang pemasaran, bidang operasi, bidang sumber daya manusia dan bidang keuangan. Rencana pemasaran meliputi penawaran program diskon dan program *delivery*; rencana operasi meliputi pengadaan alat-alat produksi seperti rak; rencana di bidang sumber daya manusia meliputi perekrutan karyawan; sedangkan rencana di bidang keuangan adalah menyusun rencana pendanaan untuk tahun 2010.

Pelaksanaan berbagai rencana tersebut diperiksa pada akhir periode Januari sampai April 2010. Pelaksanaannya telah mencakup program diskon dan program *delivery*; rencana operasi telah tercapai sesuai yang direncanakan; bidang sumber daya manusia telah melakukan perekrutan karyawan sehingga para konsumen bisa memperoleh pelayanan dengan baik; sedangkan rencana di bidang keuangan telah dilaksanakan sesuai rencana. Berdasarkan hasil-hasil tersebut, penulis berkeyakinan bahwa Distributor Gula dan Kelapa akan mampu memenuhi kebutuhan para pelanggannya dan selanjutnya akan dapat berjalan efektif dan efisien.

Kata kunci : pengembangan usaha, rencana pemasaran, rencana operasi, perencanaan sumber daya manusia, rencana keuangan.

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The purpose of the business development paper of “Sugar and Coconut Distributor” were to operationalize the goal of the distributor in fulfilling the need of the consumers and to start operate in effective and efficient ways in order to achieve desirable profit.

The business development plan covered the area of marketing, operation, human resources and financial. The marketing plan, included discount and delivery offers; the operation plan would include a provision of producing facilities such as racks; the human resources plan included a recruitment of workers and financial plan would consist of setting of the expense plan for 2010.

Those plans were execute for the period of January up to April 2010. The implementation had included discount and delivery offers, the operation plan had achieved as planned, the human resources had been recruited worker that the consumers got satisfying services, the financial plan had been carried out accordingly. Based on the result, the writer believes that “Sugar and Coconut Distributor” would be able to fulfill the need of its customers and to operate effectively and efficiently in the near future.

Keywords: business development, marketing plan, operation plan, human resources plan, financial plan.