

Executive Summary

Tujuan analisis pengembangan usaha Shohib Advertising ini adalah menemukan peluang "Shohib Advertising" agar pendapatan perusahaan meningkat setiap bulannya. Program pemasaran, program sumber daya manusia, dan program pendanaan, direncanakan dan diimplementasikan "Shohib Advertising" berkembang dengan baik.

Rencana pengembangan usaha ini mencakup rencana dibidang pemasaran, bidang sumber daya manusia, dan rencana pendanaan. Rencana pemasaran dengan cara iklan digital printing, iklan koran, dan surat penawaran langsung; rencana sumber daya manusia kami akan mengadakan pelatihan 3D MAX; kami melakukan rencana pendanaan, untuk penganggaran dana program pemasaran untuk pelaksanaan jan-april 2010 dari kas perusahaan supaya semua program pemasaran dapat berjalan.

Pelaksanaan berbagai rencana ini telah dilaksanakan dalam bulan Januari sampai April 2010, pelaksanaannya telah mencakup program iklan digital printing, iklan koran dan surat penawaran langsung; bidang sumber daya manusia telah melakukan pelatihan 3D MAX; sedangkan rencana dibidang keuangan telah dilakukan sesuai dengan rencana. Berdasarkan hasil-hasil tersebut diatas, penulis berkeyakinan bahwa peluang pengembangan "Shohib Advertising" masih terbuka lebar.

Keywords: pengembangan usaha, program pemasaran, program sumber daya manusia, program keuangan.

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The analysis of business of 'Shohib Advertising' aimed to find out the opportunity to increase company monthly income. Several programs, regarding human resources , financial and marketing were develop.

The business development plan covered the areas of marketing, human resources and finance. The marketing program included advertisements using digital printing, newspaper advertisements, and direct offer letters. In human resources 'Shohib Advertising' planned to conduct 3D MAX training. The company's financial plan involved using the company's savings to budget the marketing program of January – April 2010 so that the marketing program could be fully implemented

These plans were executed during on January – April 2010. The implementation included digital printing, newspaper advertisements, and direct offer letters. Human resources has been conducting 3D MAX training. The financial plan was carried out accordingly. This report shows that the opportunity of 'Shohib Advertising' to increase monthly income is wide open

*Keywords : business development, marketing development, human resources plan
financial plan*