

ABSTRAK**PERENCANAAN DAN IMPLEMENTASI BISNIS
NUGGET BELUT “OEMAH UNAGI”**

Munculnya usaha *Nugget* Belut “Oemah Unagi” berawal dari adanya peluang yang besar di masyarakat. Mereka memiliki kebutuhan untuk mencari makanan siap saji untuk konsumsi setiap hari. Belut merupakan pilihan lauk yang tepat karena rasanya yang gurih dan dapat diolah menjadi berbagai macam olahan makanan.

Pengembangan usaha ini mencakup rencana pemasaran, operasional, pengelolaan sumber daya manusia, dan keuangan. Rencana pemasaran meliputi promosi dengan menggunakan media sosial, Rencana operasional meliputi pencarian lokasi produksi, pembelian bahan baku, dan pendistribusian produk ke tangan konsumen secara langsung. Rencana sumber daya manusia meliputi perekrutan karyawan. Rencana di bidang keuangan adalah pengalokasian dana usaha.

Dari hasil pengembangan usaha yang dilakukan selama 5 bulan, usaha *Nugget* Belut “Oemah Unagi” telah memperoleh jumlah penjualan sebesar Rp 16.700.000 dengan total pengeluaran sebesar Rp 11.990.000 dan menghasilkan laba bersih sebesar Rp 5.645.000. Selain itu varian produk dan pasar sasaran perlu diperluas, agar produk *Nugget* Belut “Oemah Unagi” semakin dikenal oleh masyarakat luas.

ABSTRACT**BUSINESS PLANNING AND IMPLEMENTATION OF EEL NUGGET
"OEMAH UNAGI"**

The emergence of Eel Nugget bussines "Oemah Unagi" originated from the opportunities in the society. People need to look for a fast food for their daily consumption. Eel have been considered as the right choice food because its delicious taste and also its possibility to be processed into various processed food.

This business development include marketing plans, operational plan, human resource management plan, and financial plan. The marketing plan consisted of the usage of social media to promote the product. The operational plan included the choose of location for production, the purchasing raw material, and the distributing of products to consumers directly. Human resource plan included the recruitment of employees. The financial plan is allocation of operating funds.

The results of the efforts that have been done during the five months, shows that The Eel Nugget Business "Oemah Unagi" reached the number of sales of Rp 16.700.000 with its total expenditure of Rp 11.990.000. And thus, it obtains a net profit of Rp 5.645.000. The product variation and the target markets should be expanded, in order to increase the public awareness.

