

ABSTRACT

Mateha Production is a production house that provides documentation services for activities, located in the city of Bandung and has been in operation since the beginning of 2023. Due to its recent establishment, there is currently no mature business plan in place. The objective of this final project is to create a business plan for Mateha Production in 2023, with a minimum target of achieving a revenue of Rp20.000.000 and a profit of Rp6.000.000. The project will involve the development of a business plan, implementation and supervision, and subsequent evaluation of each division. The business plan for 2023 includes the creation of Standard Operating Procedures (SOPs) for each division, building the company's portfolio, maximizing digital marketing on Instagram, and implementing an internship program. As of the writing of this final project, Mateha Production has achieved a revenue of Rp48.600.000 and a profit of Rp13.929.500.

Keywords: *Production House, Business Planning, SOP, Portfolio, Digital Marketing.*