

## ABSTRACT

Pet Paradise, a business engaged in the field of animal care service, especially cats. Founded in Bandung at December 2012 by three alumnus of IT Telkom. At first the business was only used as a second job, but due to increasing demand, since November 2013 the business has been running in a professional manner.

The Pet Paradise's main service is house call grooming, which provide care to the cats in the owner house directly. The number of transaction in a month (March 2014) reached 192 transaction with an average per day of eight cats were service as a consumer.

From the data obtained on observation, showed that the target market for Pet Paradise is 6,8% from the total market 302 people. In March 2014 Pet Paradise earn a net profit of Rp.1.462.600,-. This is a pure saving Pet Paradise with total asset amounted to Rp.9.166.000,-

Pet paradise has planned to be expended its business by opening store and adding mobile grooming service. Now it become problem, whether the financial condition of pet paradise at end of 2014 enough or have to find another investor to fulfil the funding composition. And how the nature of the aid, in the form of loans or investments. And in addition to funding issue, the concern is whether aspects of other support has been good enough to support development plan.

Having conducted research study found that development funding needs about Rp.186.000.000,- can not be covered by cash condition that Pet Paradise in December projected at Rp.47.558.498,32, so the conclusions become it is really needed other helps to fulfill the development funding by invite an investor to invest in Pet paradise project. The reason are business investment to the development of Pet Paradise feasible and rate of return (IRR) is good 17% with NPV = Rp. 192.545.225,- and PP = 1,76 year. Supporting aspects still need to increased, the emphasis to have independent information systems.

Keyword : Business Plans, Developments, IRR, Pet Paradise, NPV, cash Balance, Net Income.