

ABSTRACT

Mitra Paving has more than 15 years of experience in making Paving Stone and Accessories or since 2004. Existing economic developments make CV. Mitra Graha Sejahtera wants to expand its business field. The paint industry is a good prospect to become a new business field. Competition is there, making the paint industry continue to grow. During this time, circulating paint is based solvent paint that is harmful to human health and the environment. Therefore, paint based paint is a new solution in the paint industry.

Of course there are many things that are discussed in making a business in a new field. In this research, the author will discuss about the 3 main things that really need to be considered in building a business. The first is financial management which includes COGS and Pricing. The second is Marketing management which includes STDP (Segmentation, Targeting, Differentiation and Positioning) and 8p (Product, Place, Promotion, Price, Process, Partnership, People, and Physical Evidence) by Lovelock. And last is about Strategic management which includes 4C diamonds (Change, Customers, Competitors, and Company) and TOWS (Threats, Opportunities, Weaknesses, and Strengths).

The results of this study can be the basis for example in making a new business, so that the reader's mind can be more open in what things are considered in opening a new business. Besides that, it can also be a motivation for readers to do their own business

Keywords: COGS, Pricing, STDP, 8P, 4C Diamonds, TOWS