

## ***ABSTRACT***

The issues are not few entrepreneurs who experiences failure, especially the new entrepreneurs. Factors affecting the failure in running the business is that not everyone understands the importance of good financial theories and knowing the progress of their business venture using a method known as the Return on Investment (ROI). To overcome these issues, a research is conducted to create an application for the simulation of calculating the return on business capital using ROI (Return on Investment). This approach could provide assistance to entrepreneurs in assessing the extent to which the ratios derived from the initial capital invested as shown in their financial statements accompanied by financial reports and printable ROI reports. This application is developed using bootstrap technology, which is responsive and user friendly. It is developed using PHP programming language. This application can record debit, credit and the system will generate the ROI automatically, together with the profit or loss (in Rupiah). This software can be downloaded to any devices used to access any application.

**Keyword:** *application ROI, ROI analysis, application simulations, ROI (Return On Investment), simulation of ROI.*