

ABSTRACT

Hasri Medika Clinic is a medical facility that classified as utama clinic, it is located at Jl. Aria Jaya Santika rt.01/01 Pasir Nangka village, sub district Tigaraksa, Tangerang. The Services that provided on this clinic are general checkup, pediatrician, dentistry, midwifery and gynecologist. Hasri Medika clinic's income is keep increasing since 2010 until 2013, because of that reason, the owner of the clinic wants to expand the target market and increase annual revenues by opening a new branch clinic to the other markets at another regions in Kabupaten Tangerang. After data collection and calculation using rating factor, it is chosen that Suradita village at Cisauk sub district as the new branch clinic location. From the results of a questionnaire survey and data collection, it can be known for general checkup has a potential market of 86.93%, available market for 90,46% of the potential market, and the target market is 5% of available market. Gynecologist has a potential market of 32,16%, available market for 57,81% of the potential market, and the target market is 5% of available market. Dentistry has a potential market of 28,64%, available market for 76,32% of the potential market, and the target market is 5% of available market. Midwifery and gynecologist has a potential market of 36,93%, available market for 63,95% of the potential market, and the target market is 5% of available market.

Specified Period in the financial projection period is set for 5-years to count the expenses that is in the financial aspects, such as the need for investment funds, the estimation of revenues, operational costs, income state, cashflow and balance sheet are used to calculate the investment, such as NPV, IRR, and PP. NPV, IRR, and PP are performed to determine the feasibility of the investment value. The result of the investment value calculation are NPV worth Rp. 566.967.705, IRR = 23,64% dan PP = 2,85 years. The new branch location of Hasri Medika Clinic is declared eligible because the value of IRR is greater than the value of MARR and the NPV is positive.

Keyword : Feasibility Analysis, Medical Clinic, NPV, IRR, PP