

## **ABSTRACT**

*Analysis of the feasibility of expansion of the store building TB Cangkiran aims to determine the worth or whether the expansion of the investment will be made the owner of the company. As for the analysis of the feasibility of business expansion is examined by using feasibility study aspects such as: aspects of the known market amounted to 237 Families in 1 Developer (Citraland BSB), technical aspects with a total land area of 475m proposal and the financial aspect with a value of Rp 985,996,470.70, NPV IRR 40.75% and PBP for 2 years 6 months 5 days. From these aspects indicate that expansion effort feasible and acceptable. For the methods used in the research of feasibility of investment are: first, the Net Present Value method is obtained based on the difference between the cash flow generated against the investment incurred amounting to Rp 985,996,470.70. Second, the Internal Rate of Return method, obtained an interest rate of 40.75% which equates the present value of an investment with a current rating of acceptance. In other words, the rate of interest earned is greater than the interest rate that foreshadowed the owner i.e. 19.25%. Third, the Payback Period method, retrieved the time needed to recoup the investment expenses for 2 years, 6 months, 5 days which means shorter than the time that foreshadowed the owner i.e. for 3 years. The results of the calculation of the four such methods stated that the expansion of the store building TB Cangkiran feasible and acceptable.*

*Keywords— Building Materials, TB Cangkiran, Payback Period, Net Present Value, Internal Rate of Return*