

## **ABSTRACT**

*PT Aghnia Sinergi Mandiri is a company engaged in consumer goods with teh effort to produce quality products and to Compete in teh world of industry. Seeing teh conditions of competition and an opportunity to make a tea beverage products in addition to teh State Indonesia is teh country's Reviews largest tea producer in teh world 7th. In order to take teh opportunity to answer teh needs of consumers and teh company decided to make a tea beverage products in bottle packaging (TASTEА).*

*Aspects of teh market in this study Obtained by distributing questionnaires to 270 respondents lives in teh city of Bekasi. From teh results of questionnaires distributed companies can determine teh size of teh potential market, available market and target market. Teh results of questionnaires show teh percentage of teh potential market for teh product Tastea by 85%. Teh percentage of available market for teh products Tastea by 83%. Teh target market for teh product Tastea of 3%.*

*Teh results of teh calculations in teh financial aspect that shows teh value of teh investment rate NPV Rp. 115.569105, IRR = 28,22% and teh PBP = 3,163 years. Making tea beverage products in teh packaging (TASTEА) at PT Mandiri Aghnia Synergy declared eligible for teh value of IRR is greater than teh value of MARR, and teh NPV is positive.*

**Keywords: TASTEА, Feasibility Study NPV, IRR, PBP**