

ABSTRACT

Telecommunication Technology has grown rapidly. One of the technological progress in the telecommunication area is telecommunication based on CDMA. It is start to introduced in the year 2003 and has been increased continuously until now. CDMA offers better services with reasonable tariff. Fixed Wireless Terminal is one of the peripheral that used the technology. With the request number of services, so there are many vendors of handset assembler compete in the market. One of the vendors that plays in the same market is CV Metsindo. CV Metsindo' business has been started in Bandung with the total sales in the year 2003 is around 4.160 units. Sales of CV Metsindo in Bandung is decreasing as the time goes by, so that CV Metsindo has to expand its market into new market. The market is also new with the CDMA technology, the target market is West Sumatra.

According to the condition, it is needed an analysis that able to predict where the expansion project is feasible to do based on the profit that will company get later, that is Feasibility Analysis.

The estimation of FWT demand is conduct by calculating total potential of FWT market using secondary data. The result of total potential market is 2.205.000 people, who can be marketing target. Percentage of market share CV Metsindo Bandung is pessimist 2% from total potential market.

According to the result of investment parameters assesment, so the expansion project in CV. Metsindo is feasible to conduct With NPV as big as Rp 195.929.483,-, IRR 44%, PBP 1,66 years, and BCR 1,45.

Observing to the result of the research, therefore the project of distribution point expansion is very feasible to conduct, and it is necessary for research developing for better result.

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