ABSTRACTS

The increasing price of fuel and oil is becoming the main issue for Indonesian people. Fuel and kerosene in Indonesia which has been subsidized for many years before become a very heavy burden for the government because the price is increasing rapidly. Besides, the government is facing less energy supply while the necessity for energy is increasing over and over. Luckily, Indonesia still have many alternative energy resources. Indonesia posses many coal resources and it is predicted can last for about 150 years. Thats why the government commanding Indonesian people to use coal as alternative energy. Coal bricket is one of the alternative energy resource to substitute kerosene. Besides its cheap, the quality is as same as fuel&kerosene and its also friendly to environment. The coal bricket manufacturing business has a very good prospect in the upcoming years because of the phenomenon above. PT Gamshi Sejahtera sees the opportunity and planning to build a manufacturing plant to produce coal bricket in Situbondo. The marketing area is in East Java province especially in eastern district. If we examine it from the technical, market and financial aspect, is this business feasible to held? Is this manufacturing plant feasible to build?

To answer this question, a feasibility study must be held. The first step is to analize potential market, available market and target market using secondary data from Central Bureau of Statistics and Puslitbang tekMIRA. And then we process and analize technical aspect data such as production capacity, spesification and costs in this invesment based on the data from the target market. The result from the market and technical aspect becomes data input for the financial aspect calculation. One of the calculation on financial aspect is feasibility criteria which is Net Present Value (NPV) calculation, Internal Rate Return (IRR) and Payback Period (PBP). The result from above calculation will be the main basics to take any business actions whether the business is fesible to be held or not. Sensitivity and risk test is also important to examine this business investment.

Calculation and analizing process of the market, technical and financial aspect data shows that (using MARR 20%) the NPV result is Rp. 4.994.015.646, 63% of IRR and the PBP is 1.96 years. On the sensitivity test, which calculate the changes of demand, material cost, labour cost, overhead cost, investment and product selling price concludes that this invesment is not sensitive for 20% changes. 5% risk added is also shows that this business still fesible to be held. Finally, from the results above we can conclude that this coal bricket manufacturing business is feasible to be held.

Keywords : coal, bricket, market, financial, feasibility.