

ABSTRACT

Nowadays telecommunication facilities can not be separated from human living, because from days to days need to telecommunication more increase, both quality and quantity. Besides that with growth of information technology which very fast make various product appear in market. One of them is SMS until now still the most customer favourite. Because that, CV Kualitas Prima (QMAX) develops a varian from SMS called SMS Q-School. SMS Q-School is SMS (Short Message Services) which uses SMS gateway technology that content informations of high school student activities at school and also others education informations. SMS Q-School benefits are as monitoring media for parents to monitor their child activities at school and gets important informations from school, whereas the benefit for school are realize paperless and instant message principle. Getting access SMS Q-School services, customer not need additional figure for their handphone because this aplication is equal with ordinary SMS. The successfull of this product are from SMS Q-School content that offered by QMAX and also from the easy to access it.

Based on it, in this research will be analyzed the feasibility of SMS Q-School which a new product from CV Kualitas Prima as bussines chance to get profit and revenue for company.

Data collection for market aspect has done with survey method by spreading out the questionnaire to know consumer interest toward this product. Methods used in sampling is the *Proportional Stratified Random*. For the test technical and financial aspect used secondary data which obtained from CV Kualitas Prima as a produsen.

Based on output of data process and analyze, got SMS Q-School potential market 75,74%, which obtained from interest level of respondent toward product. Then, based on capability level, SIM Card, and having credit pulsa in handphone every month obtained available market 81,70% from potential market. Whereas for target market, CV Kualitas Prima will enter 85% from available market. Research output from technical aspect prove that CV Kualitas Prima's technology nowadays can serve well the target market, even 5 years more.

Then for calculate output based on feasibility criteria with MARR 20%, SMS Q-School feasibel to implemented with NPV Rp84.946.188, IRR 42%, and PBP 2,09 years.

Keywords : SMS Q-School, Market, Feasibility Criteria.