

ABSTRACT

CV. Bartec Utama Mandiri (BUMA) is a company that move on the making of furniture hospital equipment. In it's business development, CV. BUMA have an initiative to open a new business in the form of Powder Coating services, that process of coating a surface in which a powder material is applied using an electrostatic or compressed air method, or sometimes a fluidized bed. This business besides will be marketed to outside, equal to 40% from product capacities has destined as internal requirement accomplishment in coating of furniture hospital equipment. So that quality product from company earn more given high priority.

Obtained by data from Disperindag (On duty Industry and Commerce) Semarang, that in the year 2006 sum of metal processing industry in Semarang reach 39 company, and volume production's estimated will increase as fast as business of metal processing. According to data from CV. BUMA, there are two company in business of powder coating service. Thereby opportunity of powder coating service business is open remember the big enough market, and also still at least competitor in Semarang region. So that, the subject of this research is whether this new service, that have predicted by CV. BUMA as an opportunity for increasing company, will increase it's revenue.

Market aspect testing is done through survey by distributing questioners as research instrument in order to find out customers' interest and profile towards the offered service. Sampling technique that use is Simple Random Sampling. Economy aspect testing use secondary data that get from CV. BUMA as powder coating business owner .

The result of this research show that potential market for powder coating service is 80%, which is obtained based on respondents' grade of interest for that service. For available market based on access ability variable for that service is 87,5% and for target market is 20 %. Furthermore, the result that based on scoring parameter investment, show that powder coating business is feasible with NPV Rp 621.860.462,-, IRR 37,36 % and PBP 2,996 years.

Keywords : Powder Coating, feasible, finance.