

## **ABSTRACT**

*The increase of cell phone user using pre-paid card for the communication make the need of account reload process to be more effective and efficient because the communication cannot be occurred if the account of prepaid card is not sufficient. The electronic account reload is one of the alternative that is usually use by pre-paid card customer, it is proved from its launching , thist electronic account reload process is able to replace the previous reload process by physic card. This bussines finally interest CV Perdana Jaya Utama . Yet, many competitors play in the same bussines so that it makes CV Perdana Jaya Utama give more services . Chip All Operator service using TVEF software version 0808 is chosen by CV Perdana Jaya Utama to give better service for the costumers (outlet) from amenity and transaction velocity.*

*But, due to the tight competition either company providing all operator services with same target, then it needs to conduct feasibility evaluation from the bussines of Chip All Operator to find out whether this bussines is still feasible to be continued and also gives feed back to the company for the improvement of services. The result of research shows that Chip All Operator service is still feasible to be continued but the company needs to aware because the profit of company decreases since the year of 2010. This reasons makes company take action in other bussines for surviving.*

**Keywords:** *Chip All Operator, feasibility evaluation, electronic voucher ,finance*