

ABSTRACT

CV Karya Bakti Fallon is a home industry focused on clothing, especially jacket. In the last seventeen months, the sales decreased. Even company could survive up to now, but it does not guarantee the company will be holding on in several years ahead. Therefore, the company will develop its business. Because the risk that will be held may large, so it is needed to evaluate the feasibility towards to its business development to find out if the strategies are carried out, will the company be feasible looked out from market view, technically, legally, environmentally, and financially.

The pointed market segment is men aged at least 20 years at several regions in West Java and Central Java Province. Data collected by spreading the questionnaires to the three regions represented each cluster, which are Bogor for high sales, Bekasi for medium sales and Bandung for low sales. From the result of market analysis, known that the potential market is 63,90%, available market is 80,72% from potential market. Considering the capability to produce, the company targeting 1,6 % from available market as their target market. Technically, the company's also feasible with the production machines they had, they are able to fulfill the demand. Financially with MARR 13%, the NPV is Rp2.314.365.589,- with IRR rate 43%, and PBP 2,54 years, the investment is feasibly carried out because NPV value is positive, IRR rate is bigger than MARR, and the PBP rate is less than investment period.

In order to reach the investment purpose, the company has to do some business development strategies. These contain of recommendation that the functional parts of the company should do, such marketing staff, production staff, financial staff, and other strategies such facility planning and environmental. Expected from doing these, the company will have a better feasibility.

Keywords: feasibility evaluation, business development.