

ABSTRACT

At this time, the growth of manufacturing industries in East Java showed that the more positive numbers. It was supported by the value of East Java GDP higher and higher amount of PMA(Foreign Investment) and the number of PMDN(Domestic Investment) in East Java. Most of these manufacturing industries need for the product corrugated carton box for packaging products. PT Z is one of converting the company that produces corrugated carton box in East Java.

This Final Task talk about the business feasibility study on the PT Z plant expansion. Generally, the purpose of doing this business feasibility study is to determine whether or not proper plant expansion plans in PT Z. In this case, the aspects that were examined are: aspects of the market, technical and operational aspects, and financial aspects.

In the aspect of the market, the consumption amount obtained the corrugated carton box that have not been fulfilled during the year 2008 in East Java (135.239 Ton) and in PT Z (128 Ton). And also found a potential market of 100% of the total manufacturing industry (Small Industry and IMB(Medium and Large Industry)) in East Java, with the assumption that all manufacturing industries require corrugated carton box. On the market is obtained IMB in East Java, which is equal to 2% of the potential market in 2011. And the target market in 2011 (beginning of the operation of the plant after expansion) for 0,33% of the market available.

On the technical and operational aspects, the technical conditions obtain, such as: production capacity of factories, transportation facilities, the location of the expansion, product specifications, machine specifications, raw materials, labor, lay out, to scheduling the project.

On the financial aspects of the financial statements, such as: the income statement, cash flow, balance, and input details of such financial statements. In addition, analyzed the feasibility of the investment, including: MARR(15%), NPV(Rp 23.213.744.916, -), IRR(30%), and PBP(7,32). On the financial aspect is ended with a sensitivity analysis to determine the sensitivity of business investment to changes in demand and changes in the price of key raw materials (corrugated carton sheet).

Key words: feasibility study, feasibility analysis, feasibility, business, project.