ABSTRACT

PT. Tata Tirta Utama is one of the largest waste consulting firm in Indonesia. PT. Tata Tirta Utama in his work that is as a cleaning consultant consulting industrial waste and clean water supply for housing. The conditions of the consulting services business competition is increasingly stringent waste time following the continued increase in companies engaged in the field of waste consulting services. This of course could threaten the position of PT. Tata Tirta Utama the waste services industry consultant in Indonesia PT.Tata Tirta Utama must strive to continuously improve the quality of service and quality to its customers because the companies that provide excellent service which will be chosen by the community. Competition among consulting firms waste that goes on today in the technology used, quality, and the benefits (benefits) that could have been rendered.

Faced with a situation like this requires the existence of a technology that is effective in keeping customers and technologies that have more value in saving water cleaning process, and the benefits contained therein. As one form of input for PT. Tata Tirta Utama, so in this study will be conducted a feasibility analysis to determine project feasibility as the establishment of a subsidiary of PT. Tata Tirta Utama engaged in the production and sale aerator from the cost factor to the process of its establishment until its functionality in terms of the benefits of the variables inherent in this company. And for company PT. Tata Tirta Utama hopefully the results of this feasibility analysis provides a very favorable economic benefits.

The percentage of the potential market for using the aerator on offer amounted to 91.2%, the percentage of available market which stated willingness to use the aerator on offer amounted to 87.1%, with percentage of 51.85% of target market. NPV subsidiary of Tata Tirta Utama is Rp.390.772.449. NPV greater than zero, meaning the investment is worth making subsidiary. IRR achieved by the end of the evaluation period to reach 27%. MARR Value Procedures established by PT Tata Tirta Utama by 18%. Due to the IRR is greater than the value of the establishment MARR subsidiary of Tata Tirta Utama this can be feasible. By using cash flow estimates obtained during the 3.82-year payback period. This means that the creation of investment capital subsidiary of Tata Tirta Utama issued will have the advantage after 3.82 years the current subsidiaries. Meanwhile, the sensitivity analysis the most influence on the NPV, IRR, and PBP is the factor of change in sales value.

Keywords: Waste, Feasibility, Market, NPV, IRR, PBP, Sensitivity Analysis