

ABSTRACT

WBI Polyclinic once opened acupuncture services that are focused on the beauty of acupuncture services. Beauty acupuncture service was closed in early 2009, where the PT. WBI has expanded its market, not only to serve the customers' employees of PT. INTI, but also the general public. With the expansion of this market, it is appropriate PT. WBI to expand the service given to the customer. Skin care is a service suitable to be run by PT. WBI to expand the types of services, and withdraw the beauty acupuncture patients that closed. To determine the feasibility of this skin care services business, it is necessary to study the feasibility analysis of a business that will be reviewed in terms of market aspects, legal aspects, technical aspects and operational aspects of the organization and management, and financial aspect.

The results of this study indicate a large potential market for the employees of PT. CORE and family there as much, 75.24% of the population, while the market availability of 21.52% of the potential market. Potential market for the general public, there are as many as 79.61% of the population, and greater availability of markets is as much as 56.1%. For the target market, the company targets 40% of the market available, so the number of total target market is customers in 1987. On the technical aspects discussed the services provided, the capacity of skin care, tools and materials used and the layout of skin care. On the legal aspect of completeness is explained the company's permission, while in the analysis of organizational and management structure described organlisis skin care and job analysis. After doing the financial analysis of the obtained value of Rp 9.991.318.127 NPV, IRR 56%, and PBP value of 1.798. Thus concluded skin care services business is feasible to implement.

KEY WORDS: FEASIBILITY ANALYSIS, SKIN CARE, NPV, IRR, PBP