

## **ABSTRACT**

*Health is an important aspect that need to be developed for increasing the region prosperity . The number of population in Bandung has increase with rate about 1,5% per years. Related to the increasing of population in Bandung its required the health care service must be added, in the contrary the number of healthcare facilities in Bandung are less than its requirement.*

*Therefore, improvement in health aspect need to be done to fulfill the health care requirement . Widya Bhakti Inti is a company engaged in health care services, one health care facility which owned by the company is Widya Bhakti Inti Polyclinic. Currently this polyclinic does not yet have a complete facility that caused the high cost of referral must be spent and since 2009 till 2010 the number of public patients who come in number only slightly. Therefore PT. Inti Widya Bhakti want to evaluate the feasibility of polylinic facility development strategy to be a business services of Integrated Health Services (PKT) which is a one-stop health care services in order to expand the market.*

*With the result showed a large target market gained 27.4% or as many as 3.316 public patients, from the financial aspects analysis its acquired that the Net Present Value (NPV) score is Rp.2.260.565.033,-; Internal Rate of Return (IRR) score is 35,5% with the MARR (Minimum Average Rate of Return) score is 19,7% and Payback Period is for 2 years and 3 months which is faster than for 5-year investment period. With the achievement of that score, then business development is said to be feasible to run.*

*Keywords : Widya Bhakti Inti , Health Care, Feasibility Evaluation.*