

ABSTRACT

A trapesium before moving in the field of copy document and the provision of stationery At the end of 2013 ago has been opened a new branch that is a trapesium on the shop. At this trapesium print shop more focused on printing services. With the company's vision as a printing company that can provide services for all types of printing and paper size. To be able to achieve the vision of the owner realized he had to do the development on the Trapesium Print shop. On current in trapesium print shop having two machine that is a print laser machine and outdoor print machine. Laser print machine used for printing paper with a maximum size of only paper A3. While the outdoor machines used for printing billboards and posters in large sizes. So to complement the serves who wants to be provided by the trapesium that is able to print any type and size of paper required the presence of an extra machine i.e. indoor machines. Indoor machine used to print paper with maximum size A0. And acquisition of machine indoor trapesium print shop can doing more maximum services to student in the education telkom. It needs to be done the analysis of feasibility of investment procurement indoor machines on a Trapesium Print Shop know how the investment worthiness. Business feasibility analysis was conducted to determine whether the procurement of the indoor machines on a Trapesium Print Shop in the area of Education Telkom is eligible to run. After the performed survey and questionnaire in order to obtain the desired market aspects. It is apparent that the market is promising enough that a trapezoid looks from the data in the sports of questionnaire is that is a potential market of 100%, the market available for 43% and a 5% target market. The expenditure that is in the aspect of financial on as fund need investment, estimates of revenue; operational cost income state, cashflow and balance sheet used counting investment, as the Pay Back Period (PBP), the Net Present Value (NPV) and Internal Rate of Return (IRR) with a defined period for financial projections is 5 years. The calculation of the Pay Back Period (PBP), the Net Present Value (NPV) and Internal Rate of Return (IRR) will be conducted to determine the appropriateness of the level of investment grade. Results calculation of the value of the level of investment that is: NPV = Rp 232.296.864, IRR = 86,33% and PBP = 1,8 years. Investment procurement machine on Trapesium Print Shop was worth it because the value of the IRR is greater than the value of MARR and the NPV is positive.

Keywords: feasibility, machines npv, irr, pbp, trapesium print shop