

## ***ABSTRACT***

*D'Flash is a company located in South Tangerang City engaged in online multipayment services, one of them is sales of mobile phone electric vouchers. Every year the profit of D'Flash is increasing, which indicates that the development of this business is still good. The main consumers of products sold is mobile topup outlets that spread all over Indonesia. Due to changes in mobile provider policy that called "klasterisasi" where operators impose limitations based on the location of transaction causes a decrease in transaction on D'Flash business. The transaction could no longer be done on a national scale. The only way to expand the market is by opening a branch in every cluster. D'Flash owner wants to increase profits by opening branches starting from the cluster that has the closest location to the existing cluster, that is Depok. This research conducted to analyze feasibility of opening D'Flash branch by considering the market, technical, and financial aspects. Market data is obtained by doing interview with the sales forces using Composite of Sales Force Opinions method and market is still growing up in low rate. There is no problem in technical aspect and for financial aspect, NPV is Rp 758.097.690., IRR is 104.27% and PBP is 1,932 year. All of those indicators show that the opening of new branch of D'Flash is feasible from financial aspect.*

*Keyword : D'Flash Server, Feasibility Analysis, IRR, NPV, PBP*