

ABSTRACT

THE ANALYSIS OF THE FEASIBILITY OF OPENING BUSINESS MARKETPLACE SERVICES ARCHITECTURE HOM-E IN WEST JAVA

I Gede Made Rama Arsharindra

Bachelor Degree of Industrial Engineering

The Institute of Industrial and System Engineering Telkom University

HOM-E was a start up business known as the marketplace service providers which have online services architecture recruitment experts as well as a collection of architectural design and serves as a mediator between the expert search services with architecture, and one of the solutions for communities in West Java region especially those included in the settlement backlog was part of a number of 2,404,855 who are interested and able to build a residential/ dwelling. As a new business start up, the author conducted a research with the title “The Analysis of the Feasibility of Opening Business Marketplace Services Architecture HOM-E in West Java”. In the problem identification the author will analyze the feasibility of the business marketplace HOM-E includes several aspects such as the aspect of the market, technical aspects, financial aspects, the level of sensitivity and risk levels. The purpose of this research is to know the feasibility analysis of marketplace HOM-E which can be analysed through the aspect of the market, technical aspects, financial aspects, the level of sensitivity and risk levels.

This research uses two methods, namely the eligibility analysis effort method that emphasizes on the aspects of the market, technical aspects, and the financial aspects of investment research methods while using the object of the analysis of the sensitivity and risk analysis. The results of this research will derive the conclusion be feasible or whether marketplace HOM-E to run by looking at the investment criteria in the form of Net Present Value (NPV), Payback Period (PBP), and Internal Rate of Return (IRR) as well as an analysis of the sensitivity and risk analysis that existed at the time the business is run.

Based on the analysis performed, the obtained conclusions that indicate the level of investment value NPV of Rp 117,485,951, PBP for 3.4 year, and IRR of 43%. Because it has the value of NPV is greater than 0, the value of the IRR is greater than the Minimum Attractive Rate of Return (MARR) of 9.95%, as well as smaller PBP from investment that is 5 years periods, the results can conclude that business marketplace HOM-E eligible to run.

Keywords : Marketplace HOM-E, NPV, PBP, IRR, Feasibility Analysis