

ABSTRACT

FEASIBILITY ANALYSIS OF OPENING A NEW STORE FOR SELLING & REPAIRING SOUND SYSTEM IN BEKASI CITY

Bayu Wardana Putra

Bachelor Degree in Industrial Engineering

The Faculty of Industrial Engineering Telkom University

Toko Bening Audio which engaged in the field of sound system offers goods and service as a business product. Goods that on sale cover a whole sound system from the basic components to the supporting components, also indoor specialty item to outdoor specialty item. Service which being offered is repairing the goods of sound system that the customers already had.

In this research, market aspect obtained by spreading questionnaire to 100 respondents that consist of caretaker of mushalla, caretaker of the mosque, administrator of the private school, and administrator of the public school. Results of processed questionnaire are used to know how many potential market, available market, and targeted market for Toko Bening Audio. The results of questionnaire show potential market for selling is 55% and for repairing is 62%, while the available market for selling is 40% and for repairing is 47%. From both results, the company aims for 8% from available market to be the targeted market.

After doing a research on feasibility analysis of Toko Bening Audio, a result is obtained that this business is worthy to run. This based on the obtained results of NPV, PBP, and IRR. Based on NPV, this business is worthy to run because the results of NPV obtained is Rp 48,015,134.43 which is more than 0. Then, based on PBP, the investment will be back in the period of a 4th year and 6th month. Lastly, based on IRR, this business is worthy to run because the value of IRR obtained is 18% which is more than MARR that is determined to be 9%. Because of those three results in investment criteria, therefore the business of Toko Bening Audio is stated to be worthy to run.

Keywords: Feasibility Analysis, IRR, NPV, PBP, Toko Bening Audio