

## **ABSTRACT**

*UD. Hasil Alam Jaya which is located at Jl. Tukad Yeh Aya No. 68E Denpasar is a business engaged in the field of wood furniture manufacturing. UD. Hasil Alam Jaya has a target market of households in Denpasar. Profit growth of UD. Hasil Alam Jaya has increased every year. This increase encourages the owner to find new target market. Survey in Tabanan, Klungkung and Badung shows a potential market percentage of 45.75%, available market is 41.75% of potential market, and target market in 2018 is 1%, 2019 is 2%, and year 2020 is 3%.The result of financial calculation shows the value of NPV for the period of 2018-2025 is IDR 5,520,921,710, IRR percentage is 55,54% , and PBP is 2.6 years. Those aspects shows that expansion effort at UD. Hasil Alam Jaya is feasible to run.*

*Keywords: Feasibility Analysis, NPV, IRR, PBP*