

## **ABSTRACT**

### **FEASIBILITY STUDY FOR THE ESTABLISHMENT OF G-ARCHIE ARCHITECTURAL CONSULTING FIRM IN BOYOLALI REGENCY BASED ON MARKET, TECHNICAL, AND FINANCIAL ANALYSIS**

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G-ARCHIE is a company provides civil engineering and architectural consulting services as well as engineering supervision or inspection services. The location of G-ARCHIE is in Boyolali District. G-ARCHIE Company is ready to serve and be a partner for all government sectors and all related sectors in development. The development of building and infrastructure in Boyolali quite rapidly and continues to increase every year. It can be seen from the increase of government procurement on consulting services in latest 3 years. As a new business, the "Feasibility Study for the Establishment of G-ARCHIE Architectural Consulting Firm in Boyolali regency based on Market, Technical, and Financial Analysis" research has identified the problem of how the business feasibility analysis is reviewed from the market, technical, financial, level of sensitivity and risk. The purpose of this research is to know the G-ARCHIE business feasibility analysis in terms of market aspect, technical aspect, financial aspect, level of sensitivity and risk.

The study is reviewing market aspects from the forecasting result of government procurement on consulting services, technical aspects from internal decision and benchmarking, and financial aspect from several criteria. Based on that analysis, the conclusion is the business is declared feasible. That conclusion is based on the value of NPV Rp 171,342,429 which is more than 0, 27.9% of IRR which is more than MARR that is determined to be 9%, and 4.35 years for the Payback Period. By doing sensitivity analysis, the business is sensitive to the direct labor cost, number of demand, and product selling price

**Keywords :consulting services, feasibility study, NPV, IRR, PBP**