

ABSTRACT

Percetakan Swasta Nulus Nulus or commonly abbreviated with *Percetakan SN* is a business engaged in the field of services that offer printing from various types of prints. *Percetakan Swasta Nulus* first opened its office on Jalan Tukad Batanghari 3 no 9, Denpasar Bali with good monthly income. In order to increase sales revenue in this printing business, the owner wants to expand its business by creating a new branch in the city of Denpasar. And the place chosen to open his new branch is on Dalung, Badung regency, Bali.

Market aspect in this study was obtained by distributing questionnaires to 300 respondents in the targeted areas and have jobs as employees, college students and students to find out how many potential markets, available markets, and target markets. As for the technical and financial aspects used secondary data obtained from various sources. The results of the questionnaires spread show 100% potential market percentage, 94,7% available market, and for the target market the company is targeting 2% of the available market.

The results of financial calculations indicate that the NPV value for the period 2018-2022 is Rp. 431.385.644 IRR percentage of 24%, and PBP 2.98 years. The IRR obtained is greater than the MARR value of 9.95% and the NPV is positive. From these parameters, then the opening of Private Nulus printing branch in Dalung, Badung city can be considered feasible.

Kata kunci: *Percetakan Swasta Nulus, Feasibility, NPV, IRR, PBP*