

## **ABSTRACT**

*Arqam Tour is company which engaged in services that offer several types of sales that are usefull to help travel to various destinations as a business product. Different types of sales are on sale. The types of sales offered are the sale of airline tickets, train tickets, hotel vouchers, tpur packages to various destinations such as Singapore, Thailand, Bali and Malang.*

*In this research, market aspect obtained by spreading questionnaire to 100 respondents that cosists of Bandung city residents aged 20-59 years who have a traveled. Results of processed questionnaire is used to know how many potential market, available market, and targeted market for Arqam Tour. The results of questionnaire shows potential market for selling is 64%, while available market for selling is 59%. From both results, the company aim for 1% from available market to be the targeted market.*

*After doing a research on feasibility analysis of Arqam Tour, a result is obtained that this business is worthy to run. Based on NPV, this business is worthy to run because the results of NPV obtained is Rp 33.349.454 which is more than 0. Then, based on PBP, the investment will be back in the period of 4th year and 3rd month. Lastly, based on IRR, this business is worthy to run because the value of IRR obtained is 27% which is more than MARR that is determined to be 12%. Because of those three results in investment criteria, therefore business of Arqam Tour is stated to be worthy to run.*

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