

ABSTRACT

BAGUS MOTOR are focussed to serve consument who wants to washing vehicles, have been established since the year 2013 are located at Keradenan Road, RT. 03/13, Cibinong, Karadenan, Cibinong, Bogor, West Java. The percentage of profit BAGUS MOTOR from 2013-2017 years are decreasing. Therefore, the owners want to do an innovation for increase the income per year from BAGUS MOTOR it by opening a car wash service delivery in Cibinong. After retrieved data as the basis for research a market survey obtained the percentage of aspects of a potential market of 95%, avaialble market of 93%, and the target market 1% from available market. As for the financial aspect that takes into account the income and expending on cash flow, balance sheet, investment funds, and the need to calculate the feasibility of investments such as Net Present Value (NPV), Internal Rate of Return (IRR), and Payback Period (PBP) with a defined period is 5 years. The result of the calculations is obtained that level of investment in the NPV of Rp 110,836,132.00, interest rates of return in the IRR of 38% per year, and the number of years spent to return to the initial capital is 2 years 8 months. Due to the result of $NPV > 0$, $IRR > MARR$, and $PBP < \text{investment Period}$, then business development of Car Wash Delivery BAGUS MOTOR declared feasible.

Keywords; Feasibility Analysis, NPV, IRR, PBP, Car Wash Delivery BAGUS MOTOR