

ABSTRACT

PT. XYZ is a company engaged in the business of fruits. The fruit sold is a fruit in large volumes. For this case more deeply on the mangosteen fruit that is exported to China. PT. XYZ has started this business in 1994. In year 1996 PT.XYZ started to export fruit to destination countries. The export market to China was closed five years ago, and it has been reopened in 2017. Demand from China exploded at the reopening of the export gate, making exporters more eager to increase production. PT. XYZ wants to projection financially, market projection, technical projection for the next three years by conducting feasibility analysis undertaken. In the result of feasibility analysis that has been calculated to yield value of NPV equal to Rp 419.476.409,61, value of IRR 43% where PT. XYZ takes the MARR value of 20%, for BEP value is 862.554Kg or 862,5 Ton and payback period 2.8 year. For the sensitivity method, The Company will get the highest NPV value of Rp 4,163,368,004,66 if the selling price of the product rises 10% and get the low NPV value Rp 409.703.573,66 if the biata TKL drops 10%.

Keywords: Feasibility Analysis, NPV, IRR, BEP, PBP, Sensitivity Analysis