ABSTRACT

PT XYZ is one of the major pharmaceutical companies located in Padang, West Sumatra. Established as an authorized distributor PT XYZ cooperates with several principals and pharmaceutical companies to sell various types of medicines throughout Indonesia. PT XYZ was established in 1995 precisely in April which was originally only located at home owner. Along with the increased sales and stability of PT XYZ, several new companies and pharmaceutical companies want to establish cooperation and make PT XYZ as the only authorized distributor for Pasaman Barat, Pasaman, Agam, and Padang Pariaman districts. The increase and the availability of cooperation offer made the owner of PT XYZ decided to open a branch company in Pasaman Barat district. This research is conducted by analyzing market aspect, technical aspect, management aspect, and financial aspect.

Along with the increase in human consciousness of the importance of healthy living and the need to consume drugs when ill, makes the need for drugs continues to increase. This increasing need becomes a good opportunity for health industry players. Based on the sales data of PT XYZ, the sales from 2016-2017 has grown by about 13,004%. This historical data and population growth became a potential market for the establishment of the branch office of PT XYZ Pasaman Barat branch. Technical aspects identify the total fund needed based on the value of investment and working capital. The need for funds to establish a branch office of PT XYZ Pasaman Barat branch amounted to Rp 2,003,366,571.

In this research also performed the processing of financial aspects to find the value of NPV, IRR and PBP. NPV obtained in this study amounted to Rp. 1,001,537,309. In this study also obtained IRR of 4.46%. The value of PBP obtained from this study is 14.91 months. Based on the value of NPV, IRR and PBP then the feasibility analysis of the opening of PT XYZ Pasaman Barat branch is considered feasible.

Keyworld: Feasibility Analysis, Major Pharmaceutical Company, NPV, IRR, PBP