

ABSTRACT

Clean & Care is an SME engaged in shoe care services. Currently Clean & Care is located on Jl. Adhiyaksa IV Regency of Bandung, West Java Province. Currently for the purpose of increasing profits, Clean & Care plans to establish second branch in Bandung. Which alternative chosen location is located on Jl. Dr Setiabudhi No.181, Setiabudi, Bandung. Shoe care services offered by Clean & Care include regular cleaning, cleaning premium, unyellowing, leather, repaint suede / canvas and repaint leather.

In this study the feasibility aspects that will be studied include market aspects, technical aspects and financial aspects. In market aspects potential markets, available markets and target markets will be calculated. On the technical aspects, the required labor will be determined, the equipment that will be used to support Clea & Care activities, the selection of the location and layout of the building. In the financial aspect costs will be calculated which result in NPV, PBP, and IRR. Based on NPV, this business is feasible because the value of NPV value obtained is Rp. 31,374,932 > 0. Then based on PBP, it is found that the investment will return for 4.3 years. And based on the IRR, this business feasible because the value of IRR obtained is 26.61% > MARR (9.95%). In addition, sensitive levels of income are the number of demand, selling prices, direct labor costs, rental prices, and direct material costs. From thode three business feasibility criteria, it can be stated that the establishment of the second branch of Clean & Care in Bandung is worthy.

Keywords : Feasibility Analysis, NPV, PBP, IRR, Clean&Care