

ABSTRACT

Business that is engaged in services in the city of Solok, namely services in washing clothes, bed covers, blankets and dolls, namely My Fresh Laundry. Business owners want to develop their business by making innovations in the delivery system, namely using social media (Line). Therefore, an analysis of the feasibility of developing the My Fresh Laundry business in Solok City was carried out.

This research was conducted in August-June 2019 with primary data collection techniques (observation, interview, questionnaire distribution) and secondary (reviewing theory and previous research and website). The methods used in this study are market aspects, technical aspects and financial aspects with business feasibility analysis namely Payback Period (PP), Net Present Value (NPV), Internal Rate of Return (IRR) and Benefit Cost Ratio (BCR), Sensitivity Analysis and Risk Analysis.

In the aspect of the business market My Fresh Laundry has a level of consumer interest in the delivery system using social media (Line) of 80% based on potential markets, on the available market the level of availability of consumers in using laundry services with a predetermined rate of 76%, and on target markets My Fresh Laundry targets the target market at 0.5% so that it can get demand in 2020 for 133 people with production of 39854 Kg to all products. On technical aspects supported by adequate facilities and infrastructure so as to be able to meet demand. In the financial aspect, a business is feasible to run with its own capital with a payback period of 3 years 7 months, a Net Present Value (NPV) on Rp. 78,927,137, IRR of 29.67%, BCR of 1,235.

In risk analysis the total number of risk percentages from various aspects has a total 11,67%. Based on the calculation results obtained the total rate of 23,41% with an IRR of 29,67 and NPV of Rp 21.081.395. therefore it can be concluded that business is feasible to run.

Keywords - Laundry, Investment Feasibility Study, Risk Analysis, Sensitivity Analysis