

ABSTRACT

Toko Putri Kurnia is a business selling office stationery and providing printing or photocopying services. At present Toko Putri Kurnia is located on Jl. Bangbarung Raya no. 60 City of Bogor. This business has been running for 5 years. Application of new printing in 2016 at Putri Kurnia Shop. Within 2 years, the income from printing does not increase every year. Therefore, Toko Putri Kurnia made an innovation, namely the Specialist Printing Delivery (SPD), which is a document printing delivery service. Because the business has just been running, studio business feasibility must be done. This Specialist Printing Delivery (SPD) is feasible to be implemented in terms of market aspects, technical aspects and financial aspects. Market analysis is used to determine potential markets, available markets and target markets. After collecting market data by collecting questionnaires, the potential market percentage was 95%, the available market was 94% of the potential market, and the target market was 1% of the available market. Technical aspects analysis is carried out to see additions and inclusions that occur in the Specialist Printing Service (SPD) service business in the next 5 years. The results of the calculation of financial aspects, obtained the value of NPV (Net Present Value) of Rp 44.076.324, the value of IRR (Internal Rate of Return) of 40,68% and PBP (Pay Back Period) of 3,6 years. Because the IRR value is greater than the MARR value of 19.95% and the NPV value is greater than 0, the Shipping Specialist Printing Delivery (SPD) service is feasible to run.

Keywords: *Feasibility analysis , NPV, IRR, PBP, Putri Kurnia Store*