

ABSTRACT

Digital Creative Photography Startup is a digital-based service business in the field of photography. This business is an informal business that has running about a year. This business was originally formed by four photographers residing in Bandung by marketing it through social media namely Instagram. This business will develop its business by creating a website that will be used as a marketing, communication and media for ordering by its customers. Because this business is an informal business that is newly established and will carry out development, it is necessary to analyze the feasibility of the business based on market aspects, technical aspects, and financial aspects. Market data is obtained from the results of distributing questionnaires to residents of Bandung City aged 15-34 years. There is a potential market of 60.64%, the available market is 45.74%, and the target market is 0.07% of the available market. Analysis of technical aspects is done to determine the amount of labor, equipment, and facilities and infrastructures needed in the establishment of this business. The results of financial calculations obtained NPV value of Rp. 289,803,474, IRR value of 37%, and PBP for 2.38 years. The value of $IRR > MARR$ is 10.99%, and the $NPV > 0$, then this business is said to be feasible to run. The sensitivity limit of the establishment of this business to an increase in direct labor costs is 21.95%, a decrease in demand is 14.43%, a decrease in the price of service packages is 10.59%, and an increase in investment costs is 65.3%.

Keywords: Feseability Analysis, IRR, NPV, PBP, Sensitivity Analysis