ABSTRACT

Drinking water depots are industrial businesses that process raw water into drinking water and sell directly to consumers. The water treatment process in drinking water depots is basically filtering and disinfection. In addition to regulating suspended contaminants, the screening process also regulates colloid regulated mixtures including small organisms. While disinfection is used to kill small organisms that are not filtered. The products offered by this refill drinking water depot consist of RO (Reverse Osmosis) drinking water. This business will be built in the Sukabirus area. For locations obtained through calculations using the rating factor method. The target market is telkom students who are going to boarding houses and the people in Sukabirus. Drinking water depots are industrial businesses that process raw water into drinking water and sell directly to consumers. The water treatment process in drinking water depots is basically filtering and disinfection. In addition to regulating suspended contaminants, the screening process also regulates colloid regulated mixtures including small organisms. While disinfection is used to kill small organisms that are not filtered.

The products offered by this refill drinking water depot consist of RO (Reverse Osmosis) drinking water. This business will be built in the Sukabirus area. For locations obtained through calculations using the rating factor method. The target market is telkom students who are going to boarding houses and the people in Sukabirus. This research is important to assist this effort in increasing sales as well as providing awareness of the importance of RO (Reverse Osmosis) drinking water through the proposed method. This research uses the Feasibility Analysis method. The Feasibility Analysis Method used to be approved is feasible or not to be established. By first determining aspects of the target market such as potential markets, available markets and target markets. After that, the results are made to determine the financial viability of this business, therefore, this business can be said to be feasible to be founded.

Keywords: Feasibility Study, Factor Rating, NPV, IRR, PBP, DAMIU, Reverse Osmosis.