

ABSTRACT

PT XYZ is a company that produces high quality tinplate that fits with the international standard. PT XYZ is located at Cilegon, Banten. Currently for the purpose of meet consumer needs at the right time, PT XYZ plans to open a tinplate factory in Bandung. An alternative location has been picked in Batujajar, at the west region of Bandung In this study the feasibility aspects that will be studied include market aspects, technical aspects, environmental aspects, and financial aspects. For the market aspect demand forecasting will be calculated based on the history of sales by PT XYZ since the last five years On the technical aspects, the required labor will be determined ,tools that are going to be used in the support for the tinplate production activities, and the site location for the tinplate factory. In the financial aspect costs will be calculated which result in NPV, IRR, PBP. Based on NPV, this business is feasible because the value of NPV value obtained is Rp 58.406.955.345. And based on the IRR, this business feasible because the value of IRR obtained is 13,62%> MARR 10,27%. Then based on PBP, the result is that the investment will return for 4,34 years. In addition, sensitive levels of income are the increasing material costs, decreasing selling price, and decreasing number of demand. From thode three business feasibility criteria, it can be stated that the establishment of the second branch in Bandung is worthyt he sensitive levels to rising raw prices, decrease in selling prices, and a decrease in the number of demands. From thode three business feasibility criteria, it can be stated that the establishment of the opening tinplate factory in Bandung is worthy.

Keywords : Feasibility Study, NPV, PBP, IRR, PT XYZ