

## **ABSTRACT**

The hotel industry in the city of Bandung has increased every year. In providing services for guests, the hotel needs goods to be given to guests, one of which is fruit juice. The hotel requires fruit juice to be provided at breakfast to be eaten by guests staying. Hotels that provide fruit juices are 4 and 5 star hotels. This fruit juice business opportunity which is then utilized by CV. XYZ to establish a business to get benefit from the sale of fruit juices for 4 and 5 star hotels in the city of Bandung. CV. XYZ was founded in 2018 to serve the juice needs of hotels in the city of Bandung. The CV. XYZ wants to know the business of CV. XYZ is feasible or not to be developed and continued in the years to come. For this reason, this research examines the business feasibility of CV. XYZ in terms of market aspects, technical aspects and financial aspects. The results of the feasibility analysis CV. XYZ found that the business of CV. XYZ is feasible to run with an NPV value of Rp 42,668,943, a PBP value of 4.53 years and an IRR value of 17%. This study also calculates the sensitivity and risk aspects that can be faced by CV. XYZ. The sensitivity aspect shows that CV. XYZ is sensitive to an increase in raw material costs by 4.76%, sensitive to a decrease in product selling prices by 1.99%, sensitive to an increase in direct labor costs by 18.9% and sensitive to a decrease in sales volume by 5.43%. The risk aspect consists of business risk caused by business competition with competitors with a percentage of 2%, operational risk caused by defective products with a percentage of 3% and financial risk caused by late payment with a risk percentage of 3%

**Keywords :** Feasibility Studies, NPV, PBP, IRR, Sensitivities, Risk