

ABSTRACT

PT XYZ is a telecommunications company that sells mechanical, electrical and telecommunications industrial equipment, such as various electrical panels, monopoles, cable tray / ladder, closed / open shelves. The company opened its first business in the city of Bandung, after opening its first business the company's interest increased in the products offered. This first company has increasingly covered all of Bandung, has no branches outside the city of Bandung, is the reason for developing this company, the city chosen to open a branch of this company, namely the city of Cirebon, Cirebon city itself is already famous as a Transit City and also economic growth in Cirebon City is increasing every year. In this research, a feasibility analysis is conducted in terms of market, technical and financial aspects as well as the level of sensitivity and risk level of opening this branch. Market Aspect starts from distributing questionnaires so as to obtain demand and get potential markets, available markets, and target markets. Technical aspects to determine the expenditure and income at PT. XYZ as well as all forms of factory operations. Financial aspects to determine income, profit and loss, cash flow and balance sheet. The calculation results show the value of $NPV > 0$, PBP for 4.4 years, and $IRR (27\%) > MARR (15\%)$, it is said that the opening of a branch of PT. XYZ is decent. The risk calculation result of $21\% < IRR (27\%)$ is said to be feasible.

Keywords: Feasibility Analysis, NPV, PBP, IRR, PT. XYZ