

ABSTRACT

Dagangkaktus is a business that focuses on cacti and succulent ornamental plants. Apart from offering ornamental plants, Dagangkaktus also sells various kinds of equipment for gardening. Products sold by Dagangkaktus are offered online through social media, Car Free Days, and bazaars in Cirebon City area targeting both men and women aged between 20 to 59 years. In this study, four aspects were examined to assess the feasibility studies of Dagangkaktus for build its Green House. Aspects studied include market aspects, marketing aspects, technical aspects, financial aspects, and sensitivity analysis. Questionnaires were distributed to find out what Cirebon people thought about the products being offered. 126 respondents from Cirebon were selected to determine the size of the available market, potential market, and target market for Dagangkaktus. Through a questionnaire, it was found that 98% of the market was include to available market and potential market which showed the great interest of the community in Dagangkaktus's products. The results of the feasibility calculation show that the NPV value for the calculation period of fifteen months is IDR 2.261.465,00 the IRR value is 35% and the Payback Period (PBP) occurs in 5th month. Because the NPV value is more than 0 and $IRR > MARR$, the opening of the Dagangkaktus Green House is said to be feasible to build.

Keywords: Feasibility Analysis, Dagangkaktus Green House, NPV, IRR, PBP