

ABSTRACT

Wisma Anissa is a boarding house located in Bandung Regency, precisely on Jl. PGA Block Braja No. 102, RT. 04/RW/02, Lengkong, Kec. Bojongsoang. This study aims to measure the demand for the boarding house business, measure the feasibility of the boarding house business from a market perspective, measure the feasibility of the boarding house business from a technical perspective, and measure the feasibility of the boarding house business from a financial perspective.

Market data was obtained from the results of distributing questionnaires to Telkom University students in Bandung Regency with an age range of 15-30 years. The potential market is 86%, the available market is 86%, and the target market is 0.035% of the available market. Analysis of technical aspects is carried out to determine the business location, layout, facilities and workforce requirements. On the financial aspect, NPV, IRR and Payback Period calculations are carried out. From the calculation results obtained NPV of Rp. 47,198,283, the IRR is 26.08% and the PBP is 3.52 years. The NPV value > 0 and the IRR value $> MARR$ is 9.71%, the Wisma Anissa boarding house business is said to be feasible to run, next is sensitivity.

The sensitivity carried out in this boarding house business is the sensitivity of a price reduction of 18.49%, an increase in operational costs of 64%, a decrease in demand of 0%.

Keyword : Feasibility Analysis, NPV, IRR, Payback Period, Sensitivity Analysis