

ABSTRACT

Bandung became one of the most educated city in Indonesia that many colleges organized by the number of 130 colleges, one of them is located at the University Of Telkom, Telkom Education Area are surrounded by 3 village, first Sukapura, then Sukabirus and PGA in the district Dayeuhkolot . From 2011-2013 the number of new students increased by an average 10% percent annually, so it increase the business activity, especially Photo Copy and Printing Services which is a student needs.

After seeing the market opportunities, Trapesium Photo Copy And Printing that providing Photocopy and Print services since December 2010, plans to re-open a branch in the region of Sukabirus for expansion of the company, so before that, first we have to analyze of their investment through research to know the feasibility of opening a branch of the Trapesium Photo Copy And Printing.

The study was conducted by analyzing aspects of the market, technical, and financial. At the stage of market analysis, questionnaire will be conducted to determine the distribution of the target market. The analysis will consider the technical aspects of location, employees, and production capacity. Financial aspects will estimate the economic feasibility of business by considering the market aspects data and technical aspects data.

From the aspect of the market, technical, and financial, market size is determine by distributing questionnaires. For the technical aspects analysis, there is the determining of the location, determining of the amount of human resources, determining of production equipment and determining the technical specifications. Identification of expenditure for the financial aspects of the investment and revenue estimates obtained by using the results of the analysis calculations have been done before. The period set for the financial projections is five years with MARR = 12%. The results of the calculation of the level of investment is NPV = Rp. 148 265 790, IRR = 12.90% and PBP = 4.109 years. Trapesium Photo Copy and Printing declared eligible for IRR value is greater than the value of MARR and the NPV is positive.

Key words: Feasibility Analysis, NPV, IRR, PBP, Trapesium Photo Copy and printing