

ABSTRACT

Nowadays, internet user growth keeps growing. This year, the growth reaches 66% (resource: APJII), meanwhile Hotspot users and customers growth reaches 20% (www.BisnisIndonesia.com). The big value of Hotspot growth is because of urban population is so mobile, so that they need mobile facilities. This inclination makes telecommunication operators build wireless internet access (Hotspot) in many public places such as: mall, café, hotel lobby, etc. which can be accessed using laptop, PDA, or smartphone, and can be accessed from hotspot coverage places. Because of Hotspot needs a big investment so it needs a business plan that can give condition description after the implementation and helps in making decision. Business plan is including advantages and disadvantages of hotspot, feasibility analysis including market, technical, and financial aspect.

Whole data that is used in this research is primary data and secondary data that is obtained from Ciwalk Management department contained of the amount of visitors every month from July 2004 to June 2005, spreading questionnaires, and book study. Proper Evaluation to market aspect is done by using questionnaire that consists of two parts. First part is to determine potential market percentage and the second part is to determine available market percentage, target market percentage and perforated market percentage. Technical characteristic includes network configuration and specification of equipments that is needed to build this service, together with market aspect analysis result is used to know the network equipment capacity that is used to analyze technical aspect so we can determine whether the amount of exist equipments is able to cover the market need or not and to inform the invest amount that is needed which consists AP (Access Point) equipment, APC (Access Point Controller) equipment and the amount of operational cost. The amount of invest, interest, tax, and MARR is considered in financial analysis which is invest proper criteria that consists of *Net Present Value* (NPV), *Internal Rate of Return* (IRR), and *Payback Period* (PBP). From the aspects analysis we can do sensitivity analysis and risk analysis. The result of market aspect evaluation is: **potential market 5.53%, available market 38.1%, target market 45.83% and perforated market 27.27%** . Demand decision is based on the difference target market and perforated market with the assumption sum demand to included 50% times with the Hotspot growth in Indonesia (**15%**). Technical aspect evaluation showed that we need 4 hotspots which are appropriate with maximum demand in the next five years. Financial aspect evaluation showed that hotspot service build in Ciwalk not gives profit. The whole financial accounting gives: **NPV Rp (106.988.924), IRR -31.09% and PBP > 5 years**. Sensitivity is done by changing profit that can be anticipated with increase profit until 50%, decrease investment cost until 98% constant unfeasible, and decrease operational cost until 48% so the investment feasible.

Based on this research we can conclude that hotspot business plan in Ciwalk is not proper to be implemented in financial aspect but in marketing aspect the business is proper to be implemented because can be strengthen brand image company, value added for customer, the way promotion for product company and the way for internet penetration for people.

Keywords: business plan, Invest feasibility, Hotspot service, market, technical, financial, sensitivity.