

ABSTRACT

Sports and health have direct relationship with economics. Despite of its benefit, sports venues in Indonesia are still few of number of and also lack of quality, These insufficiencies cause development high quality of training standard can not be done.

Bulutangkis or badminton is a sport which use racket and played by two people (for single match) or two couples (for double match) which oposite each other. Badminton field can be made easily, wherever, as far as there is an available room with about 12×20 metre in size.

HEI'S Depok Badminton Center was built to give badminton facility to urban community especially in Kota Depok. This venue was built in the year 2005 above a farm with a width of 20×50 metre in area Telaga Subur, Rangkepanjaya, Pancoranmas, Kota Depok.

Feasibility evaluation of GOR HEI'S Depok Badminton Center is done with evaluating feasibility from market aspect, technical aspect, and financial aspect. Data collected consist of primary data which collected through the questionnaire and secondary data which obtained from internal and external source.

Analysis result which have been done indicates that this business has potential market equal to 72.86% from population, available market equal to 90.85% from potential market, and target market equal to 1.21% from available market.

With value NPV is negative Rp833,856,146.90, the business of GOR HEI'S Depok Badminton Center is improper to continue. Result of calculation IRR shows number 2.31% which smaller than value MARR (a minimum of attractive rate of return) which in the beginning of calculation have been specified equal to 20%. Payback period estimate of this business not happened in evaluation plan during 10 years.

Keyword: feasibility analysis, sports venue, badminton