

ABSTRACT

Cellular telephone industry has been developed very rapidly in the last two decades, both in the developed or developing countries, including in Indonesia. But sometimes it is not supported by adequate infrastructure. There are moments when cell phones did not get a signal or get a poor signal quality. To handle this, new base stations can be installed to cover the area. But of course there are many considerations, expensive BTS construction investment, wide space requirement and other natural factors that sometimes make building base stations is impossible.. Realizing these opportunities, PT. Telkom intends to provide small cellular base stations and allows mobile operators to extend wireless network coverage to homes or offices that are less capable at receiving the signal, called Femtocell.

Market Aspect testing are earned from surveys, research tools in the form of a questionnaire to determine the size of potential market, available market and target market of Femtocell products as well as secondary data forecasting of Femtocell products. For testing of the technical and financial aspects, secondary data obtained from the management of PT. Telkom and from various other sources are used.

The result showed that the potential market size for Femtocell products are 100%, the available market size is 16% and the target market size is 20%.

Result of the calculating investment scoring parameter; the value of NPV in 2013-2017 period is Rp 17.882.193.453, ARR 36%, MARR 20% and IRR 29%. The value of NPV > 0, ARR > 35% and IRR > MARR (20%). According to those parameters, Femtocell product is feasible.

Keywords: Femtocell, market survey, NPV, IRR, PBP,ARR, feasibility