

ABSTRACT

In this research, the feasibility of establishment APHP Gallery House will be conducted. Market aspect is taken through questionnaires that distributed to 270 respondents who were in Jalan Riau Bandung, these questionnaires are used for determining how the potential market, available market and target market of the product APHP Gallery House. For testing of the technical and financial aspects, it uses the secondary data was obtained from APHP and from various other sources. The results shows the magnitude of the potential market for the product APHP Gallery House is 100%, while the available market is 100% for the first product line (crackers and candy), 96% for the second product line (chips and sale), 89% for the third product line (candied and lunkhead) and 74% for the fourth product line (butter and syrup), and the target market is 4%.

The calculation shows that the value of MARR is 15%, NPV value for the period 2015-2019 is Rp (563.913.020), the Value of NPV < 0. Based on the parameters, the establishment of APHP Gallery House in Bandung APHP is not feasible.

Keywords: APHP Gallery House, survey, NPV, IRR, PBP, feasibility analysis