

## **ABSTRACT**

*Medica Surabaya is a family-owned business that is engaged in providing medical equipment that has been established since 2009 and it located on Jalan Kedung Sroko Surabaya, East Java. In carrying out its business processes, the performance of Medica Surabaya was quite good with the increase of turnover every year. The owner wants to increase the sales turnover in his health equipment business in expanding the market by opening new branches. By opening a new branch, it is expected that revenues can increase, market reach will be wider, and the number of customers will increase. The owner wants to open a branch in the Jatinangor area and target students at the Padjadjaran University medical faculty as consumers. So from that carried out an analysis of the opening of the Medica branch of Surabaya by reviewing the market aspects, technical aspects and financial aspects. The feasibility analysis has the result that the establishment of the Surabaya Medica branch in the jainangor area is feasible to be established with an NPV value of in the amount of Rp 260.677.850, then the PBP value of 2,9 year is obtained, and the IRR of 45% where the value is greater than the MAAR that has been set are 11%.*

*Key Word : Feasibility study, Medica Surabaya, NPV, PBP, IRR*