

ABSTRACT

According to Badan Pusat Statistika, it was noted that unemployment decreased by 140 thousand people, so that the level of unemployment in February 2018 fell to 5.13%. The level of unemployment of Vocational High School (SMK) graduates was the highest among other levels of education, that is 8.92%. To improve the employability of vocational graduates, an education, guidance and training process is needed to make them be ready for work opportunities. One way is to create a job training center, in a field that is aligned with market needs. ClanGuild is a Startup that intends to establish a training center for Bandung High School/Vocational Alumni to revitalize them so that the unemployment rate can be reduced. The training center will focus on geomatics because Indonesia lacks around 20,000 surveyors. In establishing a training center, ClanGuild needs big amount of investment to run this business. Consequently, a study is needed to assess the feasibility of this investment. In this research, a feasibility analysis of ClanGuild Training Center will be conducted on market aspects, technical aspects, and financial aspects. The results of this study indicate that this investment is feasible.

Keyword: Market aspect, technical aspect, financial aspect, training center.