

ABSTRACT

Purnama Laundry is one of the laundry services located in Karawang. After five years running a laundry, the average purnama's laundry revenue has increased every year. The increasing in revenue causes the business owner are planning to expand its business and increase profits by opening a new branch in Karawang. Therefore, feasibility analysis based on market, technical and financial aspect is need to be done.

Feasibility analysis result shows that the planned of Purnama Laundry business development is feasible with NPV value of Rp 170.213.970, IRR of 63,09% and PBP of 2,2 years. Sensitivity analysis shows that Purnama Laundry business development is sensitive to decrease of demand at 25,01%, decrease of selling price at 21,48%, increase of direct material cost at 118,2% and increase of labor cost at 117,1%. The risk that may come up in the Purnama Laundry business are the risk of appearance of many new competitors, errors when doing business processes, and an increase in the inflation rate by a percentage of 10%.

Keyword: Feasibility Analysis, NPV, IRR, PBP, Sensitivity Analysis