

## ABSTRACT

Airsoft Gun or Paintball is one of the shooting sport that plays in a group and requires a good teamwork in team. Now days Airsoft Gun becomes a hobby for many people in Indonesia, this can be proved by the growth of the airsofters club in any city like J.A.C, Alpha Team, Apache, ASURAS, A.T.A.C, B.A.C and many more. But this game requires a lot of money and also the amount of the service provider to this game is too little compared with the amount of the fans of this game that have a lot of quantity. In Bandung city there are only 2 providers that provide the access to play the Airsoft Gun. This could be a good business opportunity and because of that *Counter-Terro Airsoft Gun Arena* tries to enter this business. So it is required to do a feasibility study to know whether this business is feasible or not to be held if we examine from market, technical, and financial aspect.

The first step in this feasibility study is analyze the potential market, available market and target market using the Questioner tool. The result of the market data especially the target market data is become a base to process the technical aspect such as to determine the service capacity, specification, and the investment cost. The result of the market and technical aspect are the estimation of income and costs, and becomes an input to process the financial aspect to determine the investment feasibility criteria, they are the value of IRR (Internal rate of Return), NPV (Net Present Value) dan PBP (Payback Period). Sensitivity and risk test is also important to examine this business investment.

From the result of the financial aspect (using MARR 20%), shows that the NPV value is Rp 78.772.389, 31% of IRR and PBP is 3,66 years. On the sensitivity test, which calculate the changes of demand, tariff, investment cost and operational cost shows that demand and tariff have the highest sensitivity, because if its reduce until 18 % its will make the investment will not be feasible. And also 10% risk added shows that this business still feasible to be held. Finally, from the result above we can conclude that this business is feasible to be held.

Keywords : Airsoft Gun, Market, Financial, Feasibility