

ABSTRACT

Every years Futsal fans of futsal increase following the growth of population in Bekasi, but unfortunately because of the rapidly growth without considering sport facility, the empty land which is used to play foot ball activities must be change in function as the public resident. In that case, writer is motivated to build such sport facility that can be a place for the people in Bekasi to do their hobbies in playing foot ball which is called Shoot Futsal.

Shoot Futsal is a indoor hall to play foot ball in a close place or popularly called with futsal. The futsal field has different size with other kind of common soccer field. The standart size of futsal field is: length 25- 42m x width 15-25 m. Shoot futsal will be opened at 07.00 am until 01.00 am which is divided into two shifts.

In analyzing the investment of this futsal hall, the writer use three aspects, namely marketing aspect, technical aspect and financial aspect. From the marketing aspect, the writer use data of citizens from PemKot in Bekasi since the planning of futsal hall location is held in that city. Moreover, the result of questionnaire at the available market is also used. The questionnaire for researching the quantity of potential market, Available market, and target market in Bekasi above Shoot futsal. Later they will have impact to demand estimation for finance aspect. The questionnaire results is potential market reaches 44% of the selected population, then the available market reaches 60, 23% of potential market. Besides, the target market according with the capacity, and to the competitor reaches only 1,79%. Since the less percentages of target market, there are so many unreachable available market. Based on that result we can conclude that marketing aspect really has important rule that support this investment.

The technical aspect used in this investment is the layout of the building that can be used for futsal and the equipments needed for the establishment of this investment in order to do count in financial aspect to make this invest be appropriate. In counting financial aspect by using IRR,NPV and PBP, the results are 32 %, Rp 204.199.202 and 3,64 years. Since the value is above the standard priority, therefore this investment can be implemented.

Key words : Futsal, market, financial, feasibility.