

ABSTRACT

Abstract

Feasibility study is required to describe a business can running or not. The purpose of this study is to see if the pharmacy business which will be built in District Rantepao, North Toraja Regency eligible to run or not. Each of the aspects analyzed in business must have a standard specific value, but the assessment is not only done on one aspect but was done on several aspects. The analytical method used in the feasibility study include the pharmacy market aspects, technical aspects, financial aspects and sensitivity analysis and risk level. The results from this study is expected feasible and can be used as a reference by the owner of the pharmacy in District Rantepao, North Toraja Regency in building their business

Keywords: Feasibility Analysis, NPV, IRR, PBP.