

## **ABSTRACT**

CV. Era Printing Indonesia is a convection company engaged in the field of screen printing shirts. In 2017 CV. Era Printing Indonesia increased sales and reach more than 1000 pcs per month. CV. Era Printing Indonesia currently has a land area of about 65 m<sup>2</sup> and has 2 DTG machines and 2 press machines so that it can produce as many as 1000 shirts. Due to the increase of sales which increase above the production capacity of machine CV Era Printing Indonesia caused the failure of sales target achievement and unable to overcome the failure of production due to less production capacity than target. After the interview, the owner plans to open a new branch in West Bekasi area but the owner is still hesitant in the opening decision of the branch CV Era Printing Indonesia. Therefore, feasibility analysis research is conducted by taking into account the market aspect, technical aspects, management aspects and financial aspects using 3 feasibility methods namely NPV, IRR and PBP as the calculation of financial turnover in 1 period. After calculation got value of feasibility analysis for each method that is NPV equal to Rp 220.288.837, IRR equal to 23% and PBP for 3,683 year, hence decision of opening new branch of CV. Era Printing Indonesia is considered feasible. For the sensitivity value on the direct material of 7,69% and for the sensitivity of the product selling price of 3,73%.

*Key word : Feasibility Study, NPV, IRR, PBP, Sensitivity Analysis*