

ABSTRACT

Amanah Medical And Dental Clinic is a primary healthcare facility located in Tasikmalaya. This clinic is the expansion of Amanah Dental Smile. The clinic determines that the target market 1% with a proportion of 0.3% for General Physicians, 0.35% for Dentists and 0.35% for Aesthetics Physicians. Analysis of technical aspects is carried out for the readiness of the location, layout, and facilities and infrastructure to meet demand. Analysis of management aspects is carried out to see the ability of Physicians in Amanah Medical And Dental Clinic to serve patients. Financial calculations carried out to see funding requirements, operating costs, loss/profit, cash flow, and balance sheet which are processed as investment feasibility criteria which produce NPV amounted to Rp 1,636,742,019, IRR value is 33.03%, and payback period is 3.86 years.

Keywords: Feasibility Analysis, NPV, IRR, PBP, Amanah Medical And Dental Clinic