

ABSTRACT

PT XYZ is a startup in Indonesia that provides a mobile application for movie and event ticketing. We can easily book our movie and event ticket at our favorite cinema (Cinema XXI, CGV). Besides cinema and event ticket booking. Recently, PT XYZ has launched a new feature, offering users to rent or purchase our favorite cinema movies online with PT XYZ mobile application. As a company initiated to expand their business in several big cities in Indonesia, they called this initiation as a market expansion initiative. Which aims to broaden their market coverage. This research only discusses and focuses on PT XYZ Bandung city market expansion initiative, which specifically is the establishment of PT XYZ Bandung city operational office. Therefore, a proposed feasibility study has been done to determine whether the establishment of PT XYZ Bandung city operational office is feasible to run in terms of market, technical, and financial aspect. The analysis of the market aspect aims to determine the potential, available, and target market from the company. The market aspect data collection uses a questionnaire distribution practice, and obtained 96% for the potential market, 92% for the available market, and 33% for the set of target markets. The analysis of the technical aspect aims to determine the business process and the company projected expenditures from the company. The analysis of the financial aspect aims to determine the Net Present Value (NPV), Payback Period (PBP), and Internal Rate of Return (IRR) from the company, which obtained IDR 1.351.964.858 for the NPV, 2.69 years for the PBP and 25.87% for the IRR, where the value is greater than the MARR, which is 9.6%. Therefore, the establishment of PT XYZ Bandung city operational office is said to be feasible because the IRR value is greater than MARR.

Keywords: Feasibility Study, Market Research, NPV, PBP, IRR, Startup Company, Movie Ticket Booking