ABSTRACT

Sava Visual is a business engaged in the creative industry. Sava Visual has been running since 2019 and continues to strive to expand the business and improve the quality of the business being run. Sava Visual wants to make new product or service sales innovations, namely in the form of 3D Products, to make sales of these new products or services require sufficient costs, therefore it is necessary to conduct a feasibility study In carrying out this final project, there are several aspects that need to be investigated such as market aspects, technical aspects, and financial aspects. In the market aspect here, we will calculate from the potential market, the available market to the target market, after calculating the three markets, then calculating the demand estimate, after getting the demand estimate and then making a proposed marketing strategy. In the technical aspect, it will determine the workforce needed along with labor costs, investment needs and investment costs, and the business process of ordering products to the production process. In the financial aspect, several criteria will be calculated such as NPV, PBP, and IRR. The NPV shown from the projected 5 years of operation is Rp. 209.096.969 with an IRR of 45.67% and a Payback Period of 2,81 years. So based on these results, if Sava Visual adds a 3D Product, it is declared feasible. The results of the sensitivity analysis to the increase in direct labor costs and a decrease in selling prices have a safe limit of 27% for an increase in direct labor costs and 7% for a decrease in selling prices.

Keywords— Feasibility Analysis, NPV, PBP, IRR, Sensitivity Analysis