

ABSTRACT

PT XYZ is a batting cage rental facility business located in Sunter, North Jakarta. Sports business in Indonesia isn't very developed, though people's interest in sports is raising, even more after Indonesia finished celebrating Asian Games. The region that was researched is North Jakarta because North Jakarta is the region with the most people that do the most sports and age range from 10 to 24 years old. After all, that range is the most people that do the most sports. A batting cage is a baseball sports facility, the facility works by hitter stand in the batter's box and tries to hit all the ball that comes at the batter's. As a business idea, this research aims to explain how to design business and feasibility studies from market, technical and financial aspects and also sensitivity analysis for related variables. The problem that was obtained is how to measure and design-related aspects in feasibility studies. Based on the research, the obtained value is NPV (Net Present Value) is Rp. 305.795.315, IRR (Interest Rate of Return) value is 22,18% and PBP (Payback Period) value is 4 years and 3 months. Based on the positives values of NPV, IRR exceeds MARR (Minimum Attractive Rate of Return) which is valued at 16%. It can be concluded that this business is feasible to run. Sensitivity Analysis concluded that this business is sensitive to a drop in sales demand and drop in market demand growth.

Keyword: Business design, Feasibility Studies, NPV, IRR, MARR, PBP