

ABSTRACT

Bootstrap.id is a business engaged in furniture such as study / office desks, multipurpose tables, and kitchen sets. This business provides consulting services to customers so that Bootstrap.id have the advantage in doing custom furniture in accordance with customer's wishes. Bootstrap.id found that there was an unmet demand so that it was necessary to renovate the creation of a new workshop. Based on the plan, it is necessary to analyze eligibility to find out whether the plan is feasible or not done. An analysis of market aspects, technical aspects, and financial aspects is needed to determine their feasibility. Based on the results obtained, npv value was obtained at Rp 86,078,152, IRR value of 20.67%, and PBP for 3.49 years. So it can be said that the plan is feasible. The sensitivity value is also calculated against four important variables, namely an increase in the cost of direct raw materials with a sensitivity value of 7.23%, an increase in direct labor costs with a sensitivity value of 9.69%, a decrease in selling price with a sensitivity value of 6.99%, and a decrease in demand with a sensitivity value of 6.99%.

*Keywords – **Feasibility analysis, NPV, IRR, PBP, Sensitivity Analysis***