ABSTRACT

A boarding house is a dwelling that can be in the form of a room, house, or building that is rented out by the owner to another party as a temporary residence in return for rent in the form of an agreed amount and within a certain period. The boarding house business is located on Jl. Raya Pakuan Regency RT.03/RW.07, Margajaya, Kec. West Bogor, Bogor City, West Java 16116. The boarding house rents out rooms as temporary residences for students and workers. The boarding house rents out a total of 6 bedrooms with 2 different types of rooms. First, there are 2 units of room type which have private bathrooms. The second is 4 units of room type with bathroom outside the room. Before starting a business, a feasibility analysis is carried out in terms of market, technical and financial aspects. The market aspect data collection was carried out by distributing questionnaires to 100 respondents who were students of the IPB campus. The market aspect is carried out to determine the size of the potential market, the available market, and the target market of the boarding house business. The technical aspect is carried out to examine matters related to the location of the business, layout, equipment and supplies, business processes, and the number of workers needed in the boarding house business. The financial aspect is carried out to calculate profit and loss projections, cash flow projections, and financial balance projections contained in the boarding house business. The investment feasibility criteria from the financial aspect can be accepted if the feasibility test of the Net Present Value (NPV), Internal Rate of Return (IRR), Payback Period (PP) meets the criteria. Sensitivity analysis was conducted to see how much influence changes in variables could affect business performance in gaining profits. The variables whose sensitivity is measured in this study are the increase in direct labor costs, the decrease in selling prices, and the decrease in demand.

*Keywords— **Feasibility Analysis, Market Aspect, Technical Aspect, Financial Aspect, Sensitivity Analysis***