

ABSTRACT

CV. Amal Sejati is a company engaged in the trading of fuel oil through the business of managing pertashop from Pertamina. From the analysis conducted, one way to increase the income and profits of CV. Amal Sejati is to open a new branch in Koto Aur Malintang, Pariaman Regency. This final project aims to design a new pertashop business from CV. Amal Sejati. In this study, the estimated demand is determined by using data on the number of motorized vehicle density from BPS in the old and new locations and the value of sales at the old pertashop locations. The technical design is made by taking into account the standards from Pertamina and the existing land conditions. From the results of the measurement of business feasibility for the analysis period of 10 years, the NPV value is Rp. 249.531.664.37, the IRR is 15.28%, and the payback period is 6.48 years. With a MARR value of 7.25%, the investment can be said to be feasible. From the results of the sensitivity analysis, it is found that a 3% decrease in sales will make the investment unfeasible, or it can be said that investment is sensitive to a decrease in sales. However, the investment is not sensitive to the increase in operating costs. A new 91% increase in operating costs will make the investment unfeasible.

Keywords: CV. Amal Sejati, Pertashop, Feasibility Measurement, NPV, IRR, PBP, Sensitivity Analysis