

## ABSTRACT

Parking Laundry is a laundry business located in the city of Depok, which was established on February 10, 2020. Since its inception, Parking Laundry's income has increased, and currently, there are two Parking Laundry branches in Depok. In the second branch of Parking Laundry, there was a delay in the laundry completion process caused by several factors, namely the undisciplined workforce, not estimating the availability of raw materials, fuel, and packaging, as well as a limited laundry area. Business development is a solution that will be adapted to solve problems. Business development is carried out online and offline, namely the opening of a third branch and the use of Whatsapp Business and the POS application. The design and feasibility assessment are carried out by considering market aspects, technical aspects, and financial aspects.

Based on the design results, a feasibility assessment was carried out using the *NPV*, *IRR*, and *PP* methods. The results of the feasibility assessment, namely for the *NPV* value of Rp 133.954.523, for the *IRR* value of 36,40%, and the time required for return on investment (*PP*) is 2,88 years. Based on the results of the feasibility calculation with the three methods, the development of the Parking Laundry business is feasible to do. The results of the Parking Laundry business development plan are sensitive to several factors, namely a decrease in demand, a decrease in selling prices, and an increase in labor salaries. Parking Laundry business development is sensitive to the decline in order by 13,46%, a reduction in selling prices by 16,83%, and an increase in labor salaries by 31,49%.

**Keyword:** Feasibility analysis, *NPV*, *IRR*, *PP*, sensitivity analysis