

ABSTRACT

A boarding house is a temporary residence in the form of a room, house or building that is rented to another party by paying the agreed rent within a certain period. The boarding house business is located in Sukamahi Village, Kec. Cikarang Pusat, Bekasi Regency, West Java. This study has limitations and assumptions used that the scope used is only limited in the District of Central Cikarang, aspects of the feasibility study used only three as the main concern, and taxes, interest rates, inflation, and other economic conditions such as the price of equipment, supplies, service costs, operating costs are considered stable during the study. This study was conducted to determine whether the boarding house business is feasible to run or not feasible in terms of market aspects using the STP method (Segmenting, Targeting, Positioning), 4p marketing mix and projected demand estimates. Technical aspects are obtained using any technical specifications required by the business. Financial aspects were obtained using NPV, IRR and PBP methods. Obtained results for the potential market of 79%, the available market of 77% of the potential market and the target market of 0.14% of the available market. Analysis of technical aspects carried out to determine the location, layout, facilities and manpower needs required. In the financial aspect, the NPV value obtained is Rp 778,136,849, IRR is 24.07% and PBP is 4.36 years. The criteria that must be met for a business to be viable are NPV value > 0 , IRR value $> MARR$. So that the boarding house business in this study is said to be feasible because it meets all of these criteria. Sensitivity analysis is carried out to determine how much influence if certain variables experience changes that will have an impact on the profitability of a business. The variables measured in this study are a decrease in rental prices with a sensitivity value of 60.67% and an increase in direct labor costs with a sensitivity value of 1067.737%.

Keywords - *Feasibility Analysis, Market aspects, technical aspects, financial aspects, Sensitivity Analysis*