

## ABSTRACT

*Kos Putri Bu Nafi'ah is a residence that functions as a place to live for a certain period of time. The business is located on Jl. Raya Modong No. 5, Sidoarjo Regency, East Java. During the course of the Kos Putri Bu Nafi'ah business, there was a root problem faced by the boarding house owner, namely the large number of empty boarding rooms each month. To reduce the number of vacant boarding rooms, business development is carried out by adding additional bathrooms to 10 boarding rooms. The research was carried out with a feasibility analysis in terms of market, technical and financial aspects to find out whether the addition of an indoor bathroom is feasible for Bu Nafi'ah's daughter boarding house business. The market aspect is carried out to determine the potential of the business being carried out and the marketing strategy carried out by distributing questionnaires. Technical aspects are carried out to determine the location, layout, facility requirements and workforce requirements. The financial aspect is carried out to find out the investment costs, operational and production costs, the need for sources of funds and costs that will be processed in the income statement, cash flow, and balance sheet. The eligibility criteria for Bu Nafi'ah's boarding house business were obtained, namely the 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 in Miss Nafi'ah's boarding house, namely the sensitivity to an increase in operating costs and a sensitivity to a decrease in demand, obtained a sensitivity value with a positive NPV so that the business does not lose and can be run.*

**Keywords:** *Kos Putri Bu Nafi'ah, Feasibility Analysis, Net Present Value (NPV), Internal Rate of Return (IRR), Payback Period (PP), Sensitivity Analysis*