

ABSTRACT

KMB is a creative economy business that sells furniture equipment such as various kinds of ceramics, granite, sanitary and technical equipment in Pati Regency, Central Jav. KMB was founded on 17th February 2021. KMB (Kayani Maju Bersama) carries out marketing activities offline and online. Judging from the fact that income has increased significantly over a certain period of time and the lack of fulfillment of consumer demand due to the lack of storage space, this has led to plans to design a new branch from KMB. Kudus is the best alternative location for opening a branch for KMB because of its close distance to the main business. Apart from that, it is reviewed from inflation and CPI data for six cities in Central Java in January 2023, as well as the percentage growth in development in Kudus Regency. The method used is feasibility analysis with aspects considered market aspects, technical aspects and financial aspects which include NPV, IRR, PBP, as well as sensitivity and risk analysis. In the design, a MARR of 15% obtained an NPV of Rp8.110.680.197, IRR value of 35,88%, and PBP value of 3,65 years, which means this value is said to be feasible. Apart from that, the sensitivity value is also take into account by four important factors, namely an increase in product procurement costs with a sensitivity of 12,96%, a decrease in selling prices with a sensitivity of 30,61%, an increase in labor costs with a sensitivity of 197,12%, and a decrease in demand with a sensitivity of 9,88%. The variables for each risk owned by KMB are also measured with NPV of Rp2.870.193.102, IRR value of 35,88%, and PBP value of 4,98 years which means it can still be said to be feasible.

Keywords: *Feasibility analysis, NPV, PBP, IRR, sensitivity analysis, and risk analysis.*