

ABSTRACT

PD Jembar is a business that operates in the sale of rice brands located on Jl. Raya Cimindi no. 23, Cimahi. PD Jembar sales sells various brands of rice originating from the Central Java and West Java regions. In the sales trends that have been analyzed by the author, there has been an increase in the past four years along with a decrease in the fifth year. The decline occurred due to PD Jembar's lack of operations in maximizing sales, which the author mapped using a fishbone diagram. Based on the source of the problem in the fishbone diagram, an alternative solution can be found, namely designing the opening of a new branch. The owner of PD Jembar has the desire to create a new branch of PD Jembar located in Bandung City. After planning and discussions with the owner of PD Jembar, a new business location was found on the main road, Jl. Sudirman, Bandung City. There are three designs that will be carried out, namely market aspects, technical aspects and financial aspects. In determining business feasibility, three parameters are obtained, namely NPV, IRR and PBP. In carrying out the design, an assumed inflation value of 2.84% was obtained along with normal economic conditions. Demand estimation is carried out based on the results of demand forecasting using the linear regression method, Single exponential smoothing, and Double exponential smoothing which will be selected based on the smallest MSE value. The financial report will be projected for the next five years along with costs that will be calculated following the inflation rate of 2.84% along with a MARR value of 10%. After conducting a feasibility analysis, the results were obtained in the form of an NPV value of IDR 5,379,580,408, an IRR value of 46.03%. and the PBP value is 3.48. After carrying out a feasibility analysis, the results of the sensitivity analysis were in the form of a level of sensitivity to a decrease in demand of 50.48%, an increase in procurement costs of 3.99%, and a decrease in selling prices of 1.27%. There is also a risk analysis calculation obtained based on the risks that occur in the existing conditions of PD Jembar. The results were obtained in the form of a risk MARR value of 18.88% which resulted in an NPV value of IDR 3,271,927,362.66 which indicated the NPV value was positive along with a PBP value of 3.64.

Keywords: Feasibility, NPV, IRR, PBP, Sensitivity