

## ABSTRACT

*Fajar Farma Pharmacy is a business engaged in the health sector. Fajar Farma sells various health needs, such as medicines, and health supplies. Currently Fajar Farma Pharmacy already has one offline store to sell its products. Because the income earned in the last few years is quite satisfying. To develop the business of the pharmacy, there are several solutions that can be used to solve the problem. Illustrated on the fishbone diagram there are 4 branches of the problem, which are man, facility, market, and method. Based on the problem branch, the solution to be applied is to open a new branch due to the market in Gunung Jati District. Therefore, the owner plans to open a Fajar Farma Pharmacy branch store which remains on Jalan Ki Gede Mayung, Gunung Jati District, Buyut Village, Cirebon Regency. In this study, a feasibility analysis was carried out which covered 3 aspects, namely market aspects, technical aspects, and financial aspects. The market aspect estimates the amount of demand in the future based on data owned by existing businesses. This market projection is carried out using data on the number of consumers who buy products from existing pharmacies for several periods back. Furthermore, to determine the right forecasting method by using the method that has the smallest MSE value to do forecasting for the next 3 years and the next 2 years using the average increase in the number of existing consumers. The business process at the new branch is based on the business process at the existing business, the labor required at the new branch is determined based on the process time required, and the need for equipment to store medicines is calculated based on product volume. The financial report estimates financial statements such as estimated revenue, profit and loss, balance sheet, and cash flow statement for the next 5 years with an inflation assumption of 2.61%. After calculating the feasibility analysis, the results of the NPV value of Rp353,399,650, IRR of 39.87%, payback period for 3.73 years or 44.74 months. So the opening of a new pharmacy branch can be said to be feasible. Based on the sensitivity calculation, the increase in raw material prices is sensitive at 9.60%, the increase in labor costs is sensitive at 37.39%, while the decrease in demand is sensitive at 6.83%. the results of the calculation of the feasibility of opening a new branch of Apotek Fajar Farma with*

*a MARR of 16.49% obtained NPV which is still more than zero, the payback period is still within the investment period of 5 years, and the IRR is greater than MARR.*

**Keyword: Feasibility Analysis, Branch Store, Pharmacy.**