

ABSTRACT

This study aims to analyze the financial projections of Fortus Media, a digital marketing startup focused on empowering MSMEs in Bandung. The research background is based on the importance of systematic financial planning to maintain the sustainability and profitability of startups amid the increasingly competitive digital marketing industry.

The research method employs a quantitative approach with an archival research strategy, utilizing historical financial statements and five year projections (2025–2030). The analysis covers income statements, balance sheets, and cash flow statements, along with investment feasibility evaluation using indicators such as Net Present Value (NPV), Internal Rate of Return (IRR), Rate of Return (ROR), and Payback Period.

The results indicate that Fortus Media has a positive financial outlook, with significant growth trends in revenue and net profit annually. Based on the analysis, investing in Fortus Media is considered feasible and profitable. These findings emphasize the importance of financial projections as a tool for strategic decision-making, risk management, and long term business planning for digital startups.

Keywords: financial projections, profitabilitas, Net Present Value