

ABSTRACT

In running a new project, the feasibility study to be done in order to not place unnecessary capital investment. In this Workshop the Paint will do Bendol redevelopment of garage in new locations that need to do a feasibility study to determine the level of success of the rebuilding of a new repair shop.

The stages of problem solving begins by analyzing aspects of the market. Analysis of aspects of the market i.e. including analyze potential market, analyze market opportunities and analyze market segments. Second stages namely analyzing technical aspects. Analysis of technical aspects such as the design capacity at the workshop concerning the new process design and production facility and the determination of the amount of labor. both stages of analyzing the financial aspect of the third. In the analysis of the financial aspects of the first conducted the analysis of cash flow and assess investment projects.

The results of this research are decent Paint Bendol Workshop was established in a new location, it was shown on the results of the market analysis that States feasible. On the technical aspects of the buildings and equipment in the course of supporting production processes for 10 periods. Financial aspects of the decent because NPV is Rp. 67.563.050, IRR 19%, Payback Period 5 period 9 months, FW is 175.240.985, AW is Rp. 10.995.886,-and B/C Ratio 1.63. As well as a sensitivity analysis on insensitive on losing revenues of 10% and 20% as well as an increase in operating costs by 10% and 15%.

Keywords: feasibility study Project, this aspect of the market, technical aspects, aspects of financial