

BUSINESS DEVELOPMENT FEASIBILITY STUDY OF ARCHITECT CONSULTANT A

¹Antoni Widiya, ²David Sukardi Kodrat*

Ciputra University Surabaya
INDONESIA

Email : ¹antoni.widiya@gmail.com

ABSTRACT

The purpose of the study is to determine the feasibility of the development of the business conducted by Architect Consultant A. Research method used is based on the analysis of 6 aspects of business feasibility study, the aspects of Business Environment, Markets and Marketing, Legal aspects, Engineering and Operation, Management and HR and Finance. The results of the analysis of each aspect showed positive results stating that the Business Development conducted by Architect Consultant A is feasible to run.

Percentage average income Architect Consultant A is 34,87 % every year, during 2013-2016. Four methods are used as tools to calculate the financial aspect consultant architect A feasibility. Net Present Value (NPV) method shows a positive value of Rp 4.391.250.083. Internal Rate of Return (IRR) to calculate business development feasibility study Architect Consultant A is 11,368 % higher than interest rate is 10,50%. Payback period (PP) method Architect Consultant A is 5 month 19 day 4 hour 48 second. Profitability Index (PI) method value is 8,76 > 0. In Conclusion, Business Development feasibility Architect Consultant A is feasible (feasible) realized from, Business Environment aspects, Markets and Marketing, Legal aspects, Engineering and Operation, Management and HR and Finance.

Keyword: Feasibility study, Business development, Consultant, Architect

INTRODUCTION

Architecture is a combination of art and engineering, of which comprised of several processes, such as planning, erection, and finishing. Human habitual requirements and complex personal preferences are an integral part in the space making process. A person as an individual and a person as part of the society as a group is always put in the center of all the considerations and decisions to be made.

Indonesian architecture consultancy practice has been on the rise these past few years. Appreciation towards architecture design has been on a steady rise as it is directly related to people appreciation of the art of building aesthetics. Such increase can be seen from the growing demand for construction projects, both in the number of the project and the value of each individual project.