

ABSTRACT
FEASIBILITY STUDY BUSINESS DEVELOPMENT KEDAI KETAN "N"
IN SIDOARJO

The feasibility analysis of business development Kedai Ketan N aims to analyze the feasibility of business development Kedai Ketan N in Sidoarjo in terms of aspects of environmental and industrial structures, market and marketing aspects, technical aspects, management and human resources, and financial aspects. The unit of analysis used in this study are individuals (informants) as much as 8 informants.

The feasibility study examined development of this business through five aspects, namely, the environmental aspects and structure of the industry, market and marketing aspects, technical aspects, management and human resources, and financial aspect. Five aspects indicate that business development of Kedai Ketan N is acceptable and feasible for execution.

To calculate the feasibility analysis of investment, used four methods of analysis, using the PP (Payback Period), PI (Profitability Index), NPV (Net Present Value), IRR (Internal Rate of Return). Overall results indicate that the business development of Kedai Ketan N is acceptable and feasible for execution.

Keywords: Feasibility Study, Business Development, Family Business, Analysis

