
**FEASIBILITY ANALYSIS ON DEVELOPMENT OF THE COMPANY
DEBALI IN JAKARTA**

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Abstract

The purpose of this study is to analyze the feasibility business development of CV. Deballi in Jakarta, especially from the aspects of the business environment, aspects of industrial structure, aspects of market and marketing, legal aspects, aspects of human resources, and financial aspects and financial aspects with the calculation of the feasibility of investment such as NPV, IRR, and Payback Period. The selected respondents are respondents who have made purchases at the Deballi company. The financial aspect uses the calculation of the Payback Period, Net Present Value, and Internal Rate of Return, and calculates the financial conditions at the optimistic points. The results showed that based on the non-financial aspect, this business development of CV. Deballi is feasible to run. Financial analysis of CV. Deballi shop shows an NPV value of IDR. 162.247.348, an IRR value of 30%, a payback period of 1 year.

Keywords: study, Market and marketing, Technical, Human resources, Financial

INTRODUCTION

A business feasibility study is needed to be taken into consideration in the development of the Deballi Company in Jakarta, considering that currently, demand does not only come from Surabaya but Jakarta and West Java. However, this must be reviewed first using a business feasibility study aspect analysis, namely aspects of the business environment, aspects of industrial structure, marketing, human resources, and technical and financial aspects The development of Micro, Small, and Medium Enterprises (UMKM) is currently very rapid, dominating the manufacturing industry sector in terms of the number of businesses and workers (Afiyah, et al., 2015; Khamaludin, et. Al., 2019). This makes the potential for good business opportunities in the procurement of office stationery because the main factor that is one of the needs of the office is office stationery, especially in the need for paper, although currently the need for paper is reduced due to the growing number of technologies, but every office must provide paper for make sales, contract files, purchases, etc. According to data (BPS, 2017) in 2015, the number of large and medium-sized manufacturing industry companies in DKI Jakarta Province was 1,323 companies. Of the various types of industries surveyed, the type of pulp industry has the largest quantity, reaching 281 companies or 21.24 percent of the total number of large and medium manufacturing industry companies. In 2010, the Deballi company served the needs of paper, office stationery and printing at various companies in Surabaya. Deballi's turnover in 2010 was for the supply of paper, office stationery and printing. However, even competitive competition in business is very tight and seeing the business potential that can be offered is not only paper, office stationery and printing is an option in the hope that it can serve all types of office needs.