

ABSTRACT

BUSINESS DEVELOPMENT FEASIBILITY STUDY OF *CARBONTECH* BUSINESS LINE IN SURABAYA

This study aims to determine the development feasibility of *Carbontech* business line in Surabaya. The object of this research is Carbontech company as a manufacturer of automotive spareparts made of carbon. The data needed to analyze the Market and Marketing Aspects, Legal Aspects, Technical Aspects, and Human Resources Aspects are taken from interviews that are conducted towards *Carbontech* customers, suppliers, resellers, and prospective buyers. The sampling method used in this study is judgment sampling, which is a non-probability sampling. This method is chosen because samples are taken from *Carbontech* consumers using certain considerations in accordance with the research objectives.

The Financial Aspects data are obtained from sales data, investment, and financial projections of *Carbontech* from its establishment in January 2012 to September 2013. The calculation of the financial aspects include Payback Period, Net Present Value, and Profitability Index. The analysis result from Market and Marketing Aspects, Legal Aspects, Technical Aspects, and Human Resources Aspects includes pre-defined criteria of Carbontech's business feasibility standard. This result is used as a guide to analyze the company's development since the day of establishment and determine whether or not a further development is feasible for execution.

Keywords: Business, Manufacturing, Automotive, Feasibility, Development