

## ABSTRACTION

Nowadays, economic condition is a important issues in Indonesia. All kinds of company, both large and small, must be ready to arrange new strategies to face economic condition instability so that their business can survive. TS Alumunium is one kind of small-to-medium business company which concentrate in alumunium casting. On doing their business, TS Alumunium needs alumunium core material that have their prices increased steadily each year. Moreover, there are more companies like TS alumunium that provides though competition. Experiences in the past suggests that TS alumunium's profit in the year 2000 with prodiction capacity of 250 is the same as profit they earn now with production capacity of 500. Considering from market, financial, and technical aspect, is this kind of business are proper to run?

To answer the question above, feasibility analysis study is needed. The first step to do is market analysing done with future demands forecasting. Next, demands forecasting results will be used as basis for processing technical aspect analysing in form of production capacity, production technical specification, and investing costs. Results from market and technical aspects review data will be used as input to financial aspect process. Some processing on financial aspects are feasibility criteria Net Present Value (NPV), Internal Rate Return (IRR) and Payback Period (PBP). Results from all methods will be main decision maker basis on deciding wether this kind of investation is feasible or not feasible to run.

Process and analysis of market, technical, and financial aspect data represents the feasibility criteria results , with 20% MARR, NPV-value of Rp.172.479.742, 56% IRR and 1.98 year PBP. Analyze on sensitivity to demand, material cost, workforce, overhead cost, investing cost, and price of product changes can be concluded as this investation is not sensitive on 20% changes, except on material cost and price of product. Adding 5% risk is also shown that this business is feasible. With fesibility criteria, sensitivity, and risk estimation result, we can conclude that this investation is still feasible to run.

Keywords : Alumunium casting, market, financial, properness.