

ABSTRACT

Human being life not possible to get out of water. Even body of human being consist of water. The pattern of society nowadays start to shift by using drinking water in package. Even not merely package fresh water nowadays but also isotonic beverage, beverage of carbonate, tea beverage, coffee and etc.

So also amount of water required urban community drink able to consume without cooked to make company of drinking water in package improve its production.

In its growth of drinking water in package have brand Aqua get rival of other brand. Including drinking water in package with local capacities.

UD Aqua Mandiri represent one of the formal distributor Aqua residing in Semarang. To that's UDAqua Mandiri cope to stay and go forward in the centre of competition. So that can stay UD Aqua Mandiri need business study evaluate feasibility with evaluating some aspect, among others market aspect, technical aspect, and aspect of finance.

Data collecting at market aspect conducted survey by disseminating questioner to know consumer candidate enthusiasm to sold by Aqua gallon at UD Aqua Mandiri. Technique intake of sample the used is technique of convenience sampling. For finance and technical aspect data of secondary from UD Aqua Mandiri.

Result of research of show that potential market for company of UD Aqua Mandiri equal to 32.7% basing on grade of enthusiasm. For available market based on enthusiasm variable and ability namely equal to 82% from potential market and for the market of target using linear regression from historical data. Then at technical aspect, made to base on estimation requirement of demand. Result of calculation according to parameter assessment of invesment, competent realized with NPV Rp 340,511,039, IRR 35.10% dan PBP 3.77.

Keywords : UD Aqua Mandiri, Feasibility, Aqua