

## ABSTRACT

Many prospective job applicants in the field of information technology (IT) who have good academic value. Yet strangely, many of these applicants are also considered not able to answer the needs of the company. This fact is revealed in the event of job search opportunities in the title Jobs DB Career Expo 2010 at Sasana Budaya Ganesha, Taman Sari, Bandung. From the results of his analysis, these factors caused the quality of college graduates who tend instant. Curriculum in college often do not follow the industry needs, particularly for the IT sector.

One of the breakthroughs that can be done to overcome this problem, the GLC Learning Center held a training which will be answered every expectation that information technology companies GLC Learning Center follows the curriculum needed by industry, especially for the IT sector. Important role of the presence of these institutions (training) is to provide training facilities for the community to have the ability and skill and mental work. GLC Learning Center has been open for 3 periods of training, but several obstacles faced by the parties in the operational management of the expenses is not accompanied by increased income every period. Therefore, GLC Learning Center wants to do the development and improvement and to know the feasibility of the business development of various aspects of technical and human resources, market aspects and financial aspects.

The targeted market segment in the 19-24 years age, GLC Learning provides training quota of each training Essential Networking, Unix Solaris 10, and Mikrotic Basic per class amount to 8 people in a month. Market data collection is done by spreading the questionnaire to kosan-kosan a campus environment in the region that is Sukapura, PGA, Bojongsoang and Sukabirus. After analysis of the data results of the questionnaire, obtained the potential market is 74%, the market is the availability of 63% of the potential market. Taking into account the company's ability to serve the training services, the target market for the targeted 5.5%. The results of research on the technical aspects and human resources able to serve the training services. Analysis of the financial aspects of the show is worth the investment to run with MARR by 20%, the resulting NPV is Rp 143,561,775, -, 76% IRR and PBP for 2.04 years because the value of a positive NPV,  $IRR > MARR$ , and PBP less than the age of investment.

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