

## **ABSTRACT**

*Advancement of technology has been rapidly pacing recently that causes many companies to pivot their strategy into digitalization to adapt with the shifting era. It has penetrated into financial industry that is commonly known as financial technology especially in investment sector. According to Tumewu (2019), number of investors in Indonesia is still 1.12%, compared to Malaysia's investor is 15%, Singapore and Australia are 30%. Hence, it is worth the note that business opportunity in financial technology industry in Indonesia is hugely untapped. These is the basis of conducting the study*

*According to Sulastrri (2016), feasibility study is one of the tools which is used for decision maker when the founder wants to establish a company, feasibility study uses some aspect to measure whether the business will be feasible or not, as for some aspect are consisted by law aspect, economic and culture aspects, technical and technology aspects, market aspect, and management and knowledge aspects. . This study focuses on financial aspect, while market and technical aspects will be a supporting data. This study aims to understand the overview of the project or business whether it is feasible or not This study is conducted by analyzing the feasibility study of a business that will be established.*

*Subject study is PT.Praisindo as a holding of PT.XYZ, object study is a company that will be established that is PT.XYZ, it will be analyzed whether it will be feasible or not. The study type uses quantitative descriptive which descriptive study is obtained by interviewing, observing, and documenting while quantitative study is obtained by using formulas that have been determined toward obtaining data, which will then be analyzed to determine the output of the conducted study. According to the results that is obtained by the study, NPV of PT.XYZ is 37.673.885.167, Internal Rate of Return (IRR) is 37.61%, benefit cost ratio (BCR) is 3.14, payback period (PP) in 4 years 8 months, and according to sensitivity analysis result PT.XYZ is able to survive until 15% of decreasing revenue and able to survive toward increasing cost until 28% and more.*

*Hence, with all of feasibility study parameter are completed, it is worth to note that PT.XYZ feasible to be established.*

*Key Words :*

*Feasibility Study, IRR, NPV, Payback Period, BCR, Financial Aspect, Market Aspect, Technical Aspect.*