

ABSTRACT

Vedee's Autocare is a service provider company engaged in the automotive sector. Vedee's Autocare serves 4-wheel vehicle maintenance, from maintenance for vehicle bodies, vehicle cabins, to vehicle engines. Based on historical data owned by Vedee's Autocare, visitors who come have an increase that does not increase significantly every year, plus to achieve the target, for 4 years it has not reached the desired target. Therefore, Vedee's Autocare plans to open a branch, because initially it was not possible to add employees and machines due to the unsupportive location.

Based on an interview with the owner of Vedee's Autocare, Medi Arief Setiawan, Vedee's Autocare plans to develop a center by opening branches to develop the provision of vehicle maintenance services. The method used for the development carried out is Feasibility Analysis, accompanied by sensitivity analysis. Aspects that are considered start from the market aspect, technical aspect, and financial aspect. Based on the calculation results from the financial aspect, it shows that the NPV value is Rp. This business is feasible to run because the value of $IRR > MARR$ is %. In addition, in this study, sensitivity values were carried out on increasing raw material costs, operating costs, labor costs, decreasing demand and decreasing selling prices.

Keywords : Feasibility Analysis, NPV, IRR, PBP, Sensitivity Analysis