

## **ABSTRACT**

*Financial analysis (financial analysis) to analyze the position and the company's financial performance and to assess financial performance in the future. Financial ratios help us to identify some strengths and weaknesses of corporate finance, financial analysis such as this will help us to see if the company is under investigation as well as good as the basis for Strada Association for decent or not do investment planning.*

*This study aims to determine the analysis of financial statements, to determine the feasibility of investment and to find out is there any link between the financial analysis, investment planning will be conducted by the Society of Strada. This research business plan form. Based on the results of analysis and discussion of this research, obtained the following conclusions:*

*Liquidity seen business decline when the year 2008 for 799.77% although the average liquidity ratio of current efforts is high enough and it ranged between 8 times s / d cover 18 times in his business obligations. The ratio of net profit margin of over 4 years is more than 16% which means tend to have the ability to survive in any difficult situation. Analysis of the activity ratio can indicate the level of efficiency in managing enterprise assets. Debt To Equity Ratio is also seen increased business in which the amount of existing obligations when discover owned by the equity the better. This condition in the performance of all parties to produce gains for the better results. So the financial means Strada Association financed by his own money rather than borrowed money.*

*Investment Valuation Analysis (development / construction SMK) by using methods Payback Period: investment funds issued at the beginning of the investment will return in the year to month 3 and 7. IRR method, the results are acceptable investments for 25.54% more than the cash interest rate prevailing in the community (15%), with Net Present Value method, the result is the NPV (+), with the PI method the result is 1.23 (more than 1) it is feasible in diinvestasi run.*

*With the results of financial ratio analysis with investment feasibility analysis indicates that describes the relationship when the analysis is rasio good financial investment planning in the conduct decent*



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