

ABSTRACT

This study aims to conduct a detailed study on the feasibility of an investment from the financial aspect at the Boutique Bed Linen Angel Dream. The Boutique Bed Linen Angel Dream is a manufacturer and a seller of a product of sheets and bed covers with the branding of Angel Dream. Planning Budget Capital or “Capital Budgeting” serves think the investment implemented, as well as the analysis of the sensitivity to see the impact of changes in variables on the sustainability project investment is assumed for five years. The result showed that the financial feasibility are Net Present Value (NPV) is positive amounted Rp.220.911.612, Internal Rate of Return (IRR) of 38%, Average Rate of Return (ARR) of 47%, Net B/C Ratio by 1,8975 and Payback Period for two years, if the assumptions that are planned. Sensitivity Analysis showed that the decrease 10% in revenue and 10% increase in operating expenses, effect on the viability of the project. From the above considerations investment criteria, indicates that business of Boutique Linen Angel Dream is feasible to run.

Key aspects: financial aspects, investment feasibility, sensitivity analysis



ABSTRAK

Penelitian ini bertujuan untuk melakukan pengkajian secara detail tentang kelayakan investasi dari aspek keuangan pada Butik Sprei *Angel Dream*. Butik Sprei *Angel Dream* merupakan produsen dan penjual produk spreng dan *bed cover* dengan merek *Angel Dream*. Perencanaan Anggaran Modal atau “*Capital Budgeting*” berfungsi untuk menilai kelanjutan investasi, serta analisis sensitivitasnya untuk melihat dampak dari perubahan variabel terhadap kelangsungan proyek investasi yang diasumsikan selama 5 tahun. Dari hasil perhitungan analisa finansial diperoleh hasil *Net Present Value* bernilai positif sebesar Rp. 220.911.612, *Internal Rate of Return* (IRR) sebesar 38%, *Average Rate of Return* (ARR) sebesar 47%, *Net B/C Ratio* sebesar 1,8975 dan *Payback Period* selama 2 tahun, apabila asumsi yang direncanakan terpenuhi. Analisis sensitivitas menunjukkan bahwa penurunan pendapatan 10% dan kenaikan biaya operasional 10% berpengaruh terhadap kelayakan investasi. Dari pertimbangan kriteria investasi di atas, menunjukkan bahwa kegiatan usaha Butik Sprei *Angel Dream* layak untuk dijalankan selama proyek investasi berjalan sesuai asumsi dan parameter yang ditentukan.

Kata Kunci: aspek keuangan, kelayakan investasi, analisis sensitivitas



UNIVERSITAS
MERCU BUANA