

## **ABSTRACT**

*This study aims to analyze investment and rent forklifts for warehouse management projects at PT KIP with the aim of comparing alternatives which are more profitable between buying a forklift on a bank loan and leasing to a forklift vendor. The method used in this study is present value and annual cost. Based on the results of the research, it is found that it is more profitable to invest in a forklift than to rent with a vendor with a difference in the total value of the present value of outgoing cash flows of Rp. 19,248,571, - where the results represent the difference in the value of the cash outflows between the alternative purchases of Rp. 1,006,514,849, - and alternative rent of Rp. 1.06,789.708 For the difference in total annual cost, the cash outflow is Rp. 106,789,708 / Year with the value of alternative cash outflows buying in the amount of Rp. 163,810,292, - and alternative rent of Rp. 270,600,000. With the payback period of 1 year 5 months 26 days which means worthy of issuance because the payback period does not exceed the economic age of the forklift, which is 5 years with the return on investment (ROI) of 65%, which means that the profits earned by the company greater than the cost incurred. So from the results of this study, the authors will provide input to eligible companies to procure electric forklifts for warehouse operations because the total costs incurred are lower than renting so as to save costs incurred by the company.*

**Keywords :** *Fixed Cost & Variable Cost, present value, ROI, Sensitivitas*



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