ABSTRACT

***BUSINESS FEASIBILITY STUDY FOR BRANCH OPENING OF* PT. ANDI TIPPE SINERGY**

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An office branch opening is one of the ways to develop the company's business at PT Andi Tippe Sinergy. PT Andi Tippe Sinergy *is a business in the solar industry field, and it can help increase market share more broadly by opening a branch. But, opening a new branch also needs to be carefully planned so that the company can avoid various risks of loss by conducting a business feasibility study. A business feasibility study is a method for analyzing threats and potential losses. This is also one way to avoid various potential threats and risks in the future.*

This study was conducted from March to July 2025. This study applied a descriptive qualitative method, which gathered the data through interviews and observations. The sources of data included primary and secondary data.

The aspects that had been studied, namely General and Management Aspects, Market and Marketing Aspects, Financial Aspect, Technical Aspect, and Legal Aspect which can provide strategic recommendations for the company's business improvement and increase the competitiveness in the solar industry market. The financial analysis results using the NPV, IRR, ARR, Payback Period, and Profitability Index methods indicate that opening the branch is financially feasible. A positive NPV of Rp. 54,172,428.30, an IRR of 11%, and a Payback Period of only 7.72 years (equivalent to 7 years and 9 months) have proven that the project provides a good return in the medium term.

Keywords: Financial aspect, Marketing aspect, Legal aspect, Business Feasibility Study, Branch opening of PT Andi Tippe Sinergy.

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