ABSTRACT

***BUSINESS FEASIBILITY ANALYSIS IN THE DEVELOPMENT OF* PT. MIXXI SUKSES BERSAMA**

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This study aims to assess the feasibility of business development for PT. Mixxi Sukses Bersama *by analyzing five key aspects: market and marketing, financial, legal, general and management, as well as technical and technological aspects. The analysis of the market and marketing aspects shows a considerable market potential and level of competition that supports the business's sustainability. Additionally, effective marketing strategies are implemented to enhance competitiveness and expand the market share.*

In the financial aspect, profit and loss projections, balance sheet projections, and cash flow statements were conducted, showing that the business is capable of generating stable net profits and is financially feasible. This is evidenced by positive and favorable results from the calculations of NPV (Net Present Value), IRR (Internal Rate of Return), ARR (Accounting Rate of Return), PI (Profitability Index), and Payback Period. The legal aspect analyzes the completeness of licensing documents and compliance with applicable regulations, ensuring a strong legal foundation for further business development. The general and management aspect reviews production process efficiency, resource utilization, and overall operational sustainability, indicating the business's ability to operate effectively and efficiently. In the technical and technological aspects, considerations were made regarding the selection of a new branch location and adjustments to certain production facilities.

Based on these analyses, it can be concluded that the business development of PT. Mixxi Sukses Bersama *is feasible, as it meets all feasibility criteria across the analyzed aspects. These findings provide a solid foundation for decision-makers to proceed with the business expansion while considering existing risks and opportunities, and ensuring the long-term sustainability of the enterprise.*

Keywords: Business Development, Business Feasibility Study.

Translated by:

The AgencyES
Language Institute
File No.: 656-S1-125077