ABSTRACT

BUSINESS FEASIBILITY STUDY OF *CV. WALATTASI BERKAH UTAMA*

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A business feasibility study is an activity that studies a business in depth to determine whether the company is feasible or not to run. This research aims to see whether the company of *CV. Walattasi Berkah Utama* is feasible or not in investing activities.

The research method used in this business feasibility study is descriptive qualitative by analyzing five aspects of a business feasibility study (management, market, technical part, financial element, and legal). The management aspect aims to see the company structure and company history; the market aspect aims to see marketing strategy using Strength, Weaknesses, Opportunities, and Threats (SWOT) analysis; the technical part aims to see location; the financial element aims to see financial reports by analyzing project revenues, profits, balance sheets, as well as ratio analysis, and legal aspects desire to see business licenses.

After analyzing the five aspects of the business feasibility study, it can be concluded that *CV. Walattasi Berkah Utama* is worth in investing activities.

Keywords: Business Feasibility Study, Investment, *CV. Walattasi Berkah Utama*

Translated by:



The AgencyES
Language Institute
File No.: S1-030