

## ABSTRACT

Aswin Wahyu S. 2012 Thesis. Title: "Feasibility Analysis for Investment Plans Lamination Machines New Additions at CV. Pakar 99, Jombang. "  
Advisor : Indah Yuliana, SE., MM.  
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The existence of the means of production is the most important thing for a company to produce a better product. In this case the constraints of the company are being lamination machine is used for production processes still use the services of a lying partner can be quite far from where the company is located. This study discusses the plan to add a new lamination machine at CV. Pakar 99 markets in terms of aspects, technical, socio-economic, and financial aspects. The purpose of this feasibility analysis is to determine whether the proposed addition of lamination machine can provide benefits or otherwise that viable or not. The data used are primary data and secondary data, and is performed by using interviews with those who can provide the information needed for this research.

The method of analysis used a qualitative approach to the technical aspects and the socio-economic aspects as well as the method of quantitative analysis is a method for linear trend and sales prediction methods Payback Period (PP), Average Rate of Return (ARR), Net Present Value (NPV), Internal Rate of Return (IRR) and Profitability Index (PI), and the internal rate of return, discounted (MIRR) as a method of investment appraisal of the financial aspect.

Based on the analysis of aspects of the market with a linear trend method show the sales increase for the next ten years with different percentages every year. Analysis of technical aspects of producing recommendations production strategy, technology selection, and layout are profitable for the company. Socio-economic analysis shows the socio-economic benefits are measured both for the company and the environment around the company. Analysis of the financial aspects of producing PP (1.085 <10), ARR (127.3% > 12.75%), NPV (1630676099.1 > 0), IRR (58.35% <12.75%), PI ( 6.57 > 1), MIRR (39.59% > 12.75%). From the aspect of market analysis, technical, socio-economic, and financial aspects of investment appraisal Payback Period (PP), Average Rate of Return (ARR), Net Present Value (NPV), Profitability Index (PI), and the internal rate of return discounted (MIRR) investment worthy addition to the new lamination machine on the run because in addition to socio-economic benefits are also beneficial for the company's future be able to compete against the existing market.