



**ASSESSING THE VIABILITY OF CV. SUN FILTRO
INDONESIA: A COMPREHENSIVE FEASIBILITY
STUDY AMIDST DECLINE SALES**

UNDERGRADUATE FINAL PROJECT

Submitted as one of the requirements to obtain

Sarjana Administrasi Bisnis (S.A.B)

By:

ADELINE CARISSA

015202000020

FACULTY OF BUSINESS PRESIDENT UNIVERSITY

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PLAGIARISM CHECK

ORIGINALITY REPORT

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Stats

Average Perplexity Score: 248.568



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Your sentence with the highest perplexity, "*Sun Filtro Indonesia.*", has a perplexity of: 4377

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ABSTRACT

CV. Sun Filtro Indonesia is a company that has been established since June 6, 2005 in Bekasi which was founded by Sundaya, SE. CV. Sun Filtro Indonesia occupies one main building as a workshop and two other buildings as storage warehouses located in Cibusah, Bekasi, West Java. At the beginning of its establishment CV. Sun Filtro Indonesia was named Sun Filtro, at that time the company only resell goods that had been made from a production company to the targeted company up until the end of 2014. In the following year (2015) Sun Filtro began to produce its own products starting from cutting materials down to assembly and ready-to-use goods. CV. Sun Filtro Indonesia is a company engaged in the HVAC industry. The HVAC, often known as heating, ventilation, and air conditioning, is a type of air conditioning that combines heating, air circulation, and cooling into a single system (Saputra, 2020). This Company produces products including AHU filter, HEPA filter, disposable filter, and washable filter. CV. Sun Filtro Indonesia promote its product by marketing the products domestically around Indonesia such as Jakarta, Bekasi, Kalimantan, and Bali.

Based on the feasibility test that has been carried out on CV. Sun Filtro Indonesia, it is known that this company is feasible to run because it has an NPV value greater than 0 with Rp. 3,758,158, the IRR value is higher than the WACC value with a ratio of $6.78\% > 6.13\%$, and the PI value is more than 1 with a value of 1.01. Based on the feasibility tests that have been carried out using the NPV, IRR, PI, and PBP, it can be concluded that CV. Sun Filtro Indonesia is still feasible to continue running. Meanwhile, for analysis of the SWOT diagram in the table and

the values in the EFAS and IFAS tables, it is known that strengths are greater than weaknesses and opportunities are greater than threats with a strength value of 1.61, a weakness of 1.32, an opportunity of 1.79, and a threat value of 1.59. Through this test and analysis, it is known that the main problems experienced by CV SFI is an unstructured information system, limited promotional media, and limited employee capabilities. Therefore, the author suggests to companies to improve company systems by improving company's manufacturing information systems, improving employee capabilities, and increasing promotions. Sun Filtro Indonesia decided to employ the on-the-job training approach, or more specifically, job instruction training, based on the author's proposed solutions to enhance HR capabilities. The results obtained from this training are that employees master other production methods which can also reduce production costs so that they can increase profits, which means the decision to increase employee abilities in the frame bending method is the right decision to make. Tokopedia has been chosen by CV Sun Filtro Indonesia as a platform for its e-commerce product marketing. The business makes the most of Tokopedia in all ways and effectively employs marketing tools to attract customers. And it has turned out that this can boost business sales, which had fallen rather significantly. The company separates the manufacturing information system into two subsystems: the input subsystem, which is made up of accounting data, industrial engineering data, and manufacturing intelligence, and the output subsystem, which is made up of production, stock, quality, and cost. Although the corporation is known to have deployed a number of the manufacturing information system's

components, the company did not collect data properly. As a result, another evaluation and data collection were done using Microsoft Excel. The company can now solve the issue of uncertain completion dates for customer orders by knowing how much it costs to produce each day, how many products can be produced in a day, and so on.

TABLE OF CONTENT

RECOMMENDATION LETTER	2
ACKNOWLEDGEMENT	3
PLAGIARISM CHECK	4
ARTIFICIAL INTELLIGENCE CHECK	5
PANEL OF EXAMINERS APPROVAL	6
STATEMENT OF ORIGINALITY	7
SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST	8
ADVISOR’S APPROVAL FOR PUBLICATION	9
CONSENT OF INTELLECTUAL PROPERTY RIGHT	10
TABLE OF CONTENT	i
ABSTRACT	ii
CHAPTER I	1
INTRODUCTION	1
1. Company’s History	1
2. Scoop of Business Field	1
3. Working Unit	2
4. Business Issue	3
CHAPTER II	5
BUSINESS ISSUE EXPLORATION	5
1. Conceptual Framework	5
2. Business Situation Analysis	6
3. Root Of Problem	18
CHAPTER III	20
BUSINESS SOLUTION	20
1. Alternative of Business Solution	20
2. Analysis of Business Solution	22
CHAPTER IV	28
CONCLUSION AND IMPLEMENTATION	28
1. Conclusion	28
2. Implementation	29
REFERENCES	47
TABLE OF TABLES	52
TABLE OF FIGURES	56