



**FEASIBILITY STUDY ANALYSIS OF FURNITURE BUSINESS
(Case Study on Micro, Small, and Medium Enterprises Furniture at CV. XX in
Bandung city)**

By:

UNDERGRADUATE FINAL PROJECT

Submitted as one of requirements to obtain

Sarjana Administrasi Bisnis

By:

Fujianty Nur Lestari Sukarno

ID no. 015201900053

FACULTY OF BUSINESS

BUSINESS ADMINISTRATION STUDY PROGRAM

PRESIDENT UNIVERSITY

CIKARANG, INDONESIA

October 2022

APPROVAL SHEET

This Panel of Examiner declared that the *final project* titled “*Feasibility study analysis of furniture business (Case Study on Micro, Small, and Medium Enterprises Furniture at CV. XX in Bandung city)*” that was submitted by (*Fujianty Nur Lestari Sukarno*) majoring in Business Administration from the Faculty of Business was assessed and approved to have passed the Oral Examinations on 11th October, 2022.



Roy Poan B.Sc., MBA

Head of Examiner

Promoted by,



Anggraeni Permatasari, S.Sos, M.S.M.

Final Project Advisor

Recommended by,



Suresh Kumar, ST., M.Si.

**Head of Business Administration
Study Program**

**FINAL PROJECT ADVISER
RECOMMENDATION LETTER**

This *final project* entitled “*Feasibility study analysis of furniture business (Case Study on Micro, Small, and Medium Enterprises Furniture at CV. XX in Bandung city)*” prepared and submitted by (*Fujianty Nur Lestari Sukarno*) in partial fulfillment of the requirements for the degree of (*Bachelor of Business Administration*) in the faculty of Business has been reviewed and found to have satisfied the requirements for a Final project fit to be examined. I therefore recommend this final project for Oral Defense.

Promoted by,



Anggraeni Permatasari, S.Sos, M.S.M.

Final Project Advisor

Recommended by,



Suresh Kumar, ST., M.Si.

Head of Business Administration

Study Program

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I declare that this *final project* entitled “*Feasibility study analysis of furniture business (Case Study on Micro, Small, and Medium Enterprises Furniture at CV. XX in Bandung city)*” is, to the best of my knowledge and belief, an original piece of work that has not been submitted, either in whole or in part, to another university to obtain a degree.

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015201900053

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ABSTRACT

The furniture industry is one of the industries that is showing positive growth amid the Covid-19 pandemic that hit the Indonesian economy. In the 2nd quarter of 2020, the impact of the Covid-19 pandemic on the Indonesian economy was got contraction down to -3.4%. However, the Indonesian economy has recovered quickly due to the role of micro, small and medium enterprises (MSMEs) in furniture industry, thus providing a positive forecast for the Indonesia economy in the future. CV.XX, headquartered in St. Pasirkoja, Sukahaji Village, Babakan Ciparay District, Bandung City, West Java, Indonesia has become one of the micro, small and medium enterprises (MSMEs) in the furniture industry that contribute to stabilize Indonesian economy. Changing the new business model from a Business-to-Business (B2B) in to a Business-to-Consumer (B2C) become a business development effort carried out by CV.XX in reaching a wider range of furniture sales. Business development makes researchers want to know whether the business with the new business model is feasible or not to run. This study aims to determine the feasibility level of Micro, Small, and Medium Enterprises (MSMEs) CV.XX in terms of non-financial aspects and financial aspects. In this study, researcher used qualitative and quantitative methods to process data collection using primary and secondary data. The results of research on non-financial aspects show that several aspects are feasible and not feasible. Although, the not feasible aspects do not affect the business is run. Regarding the financial aspect, with an initial investment of Rp 137,424,791.67,-, the projected cash flow in the 1st year is -Rp215.972.291,67,-, in the 2nd year is Rp -Rp247.272.166,67,-, in the 3rd year is Rp -Rp215.660.388,57,-, and in the 4th year is Rp -Rp92.917.220,53,-. However, starting from the 5th year, it shows a positive cash flow amounting to Rp Rp146.659.632,21,. In summary, this indicates that the amount of money coming in exceeds the amount of money spent to run the business starting from the 5th year. CV.XX also generates a Net Present Value (NPV) of Rp 174.141,491,75,-, which is positive (NPV > 0). The Payback Period is 4 years and 1 months, which is considered feasible since it is less than 5 years.

Keywords: *Feasibility Study, SMEs, Feasibility Aspects, Furniture*

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This research, titled “*Feasibility study analysis of furniture business (Case Study on Micro, Small, and Medium Enterprises Furniture at CV. XX in Bandung city)*” could not be done if I work it by myself. As a start, I would like to give all praise and gratitude to God as His grace and blessing always accompany me all the time, including during the progress of this research. I also realize there are people that guided, gave support, and encouraged me in order to finish this research. Therefore, I would like to express my gratitude to:

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Fujianty Nur Lestari Sukarno

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