THE ANALYSIS OF FITNESS INVESTMENT FOR NEW BRANCH OPENING OF SMEs BATIK PRADA

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ABSTRACT:
The purpose of testing the feasibility of the investment is opening new branches to find business carried feasible or not. In this case there are some aspects of the investment proper test mempengaharui include market aspects, legal aspects, technical aspects, management aspects and financial aspects by using the tools of financial analysis such as payback periods, net present value, internal rate of return, and profitability index. Calculation results obtained from the payback periods of time obtained 7 months 6 days, net present value obtained positive values of Rp 1,022,157,950.00 with an internal rate of return of 46.1% and the profitability index of 9.82. So rencan investment over the opening of new branches of SMEs eligible for Batik Prada conducted.