ABSTRACT

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FEASIBILITY STUDY FOR BUSINESS DEVELOPMENT AND MANAGEMENT OF WISMA PILAR OFFICE BUILDING
(xvii + 161 pages, 16 tables, 41 figures.)

Jakarta is Indonesia largest city with a population of about 9.2 million people. However, on working days, Jakarta population could reach 11.9 million. In fact, each year Jakarta could receive 138 thousand people from other region that looking for a job. The opportunity of office rental is wide opened because the need of office is forecasted to be increase every year. The feasibility study needs to be conducted in order to extent of the project feasibility before the realization of the project itself. In this research, the feasibility study of Wisma Pilar is analyzed based on six aspects, which are market aspect, marketing aspect, technical aspect, legal aspect, management aspect, and financial aspect. In the calculation of the financial aspect, the initial investment needed to enable starting the office rental is approximately Rp.20,000,000,000 (twenty billion rupiah) and 6 years to return of total investment. The Net Present Value is Rp.4,897,541,868 (four billion eight hundred ninety seven million five hundred forty one thousand eight hundred sixty eight) and the value of Internal Rate of Return is 16,61%. With all support from all aspects, it can be concluded that Wisma Pilar is feasible to run.

Key words: Wisma Pilar, Office Rental.

Reference: 10 (1997-2010)