ABSTRACT

The growth of otomotive world in Indonesia especially for East Java has grown fast enough, with many car import by various incoming type need the existence of good availability spare part. Industrial Growth potency compliment enough good component otomotive especially for the filter of otomotive, because still not yet a lot of peripatetic industry in making of filter otomotive. PT. Pratama Pioner Sentosa represent the pioneer from industry of otomotive filter on East Java region, still overhelme to fulfill existing request. Level of request which cannot be fulfilled to indicate that the industry of filter otomotive represent the effort alternative which prospective. So that that way will be needed a feasibility study to be made consideration in founding of this effort.

In planning feasibility study need the analysis to market aspect, technical aspect and financial aspect. Analyse to all of the aspect will be used to know the eligibility from the effort founding because generally activity had done by industry have a purpose to obtain advantage from it. Result from the analysis indicate that the value \( NPV > 0, \frac{B}{C} > 1 \) and assess the \( IRR > MARR \), this matter prove that industrial founding of filter otomotive is competent for the implementation of.

Key Words: Otomotive Filter, NPV, MARR, B/C, IRR