



ABSTRACT

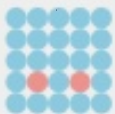
Analysis of Investment on the Office and Apartment Development of "ABC" Ltd. Co. (PT) in Pejompongan Jakarta

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The objective of this study is to find out about the feasibility on office and apartment development investment of PT "ABC" in Pejompongan Jakarta seen from market, technical, environmental and financial aspects. The market aspect analysis is done by evaluating the situation and development of market world in general and related market aspects in particular by evaluating its market share, potential and growth as well as determination of market share to be made as the goal of the said project. The technical aspect includes the geographic place and government regulations, infrastructure feasibility and organizational structures as well as the management. The environmental feasibility analysis is all impact changes either positives or negatives resulted from the office and apartment development activities of PT. "ABC" in Pejompongan Jakarta in order that the existence of the said project does not give negative impacts against the environment. Financial aspect analysis concerns with the calculations of payback period, NPV, IRR, and BCR. The conclusion on the feasibility of business, technical and financial aspects is shown through the feasibility on the development of Office and Apartment Building Development Project of PT "ABC" in Pejompongan Jakarta.

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