

## ABSTRACT

### *Bank Business Investment Feasibility Analysis, Case Studi PT BIP*

*The Purpose of this study was to identify factors related to bank business feasibility, among technical aspect and financial feasibility criteria will be used by shareholder to make decision continue operation or not PT BIP. The data were collected consist of external and internal . External data consist of the potency of business development and monetary outhority regulation. Internal data consist of financial report and business paln. Simple regression method were used to analyze the data to estimate the potency of PT BIP. The result of the study showed that there was great potency in bank business development in Jakarta. The result suggested that :*

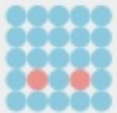
- 1. With capital in amount Rp.1.181.422.000.000, the business operation of P BIP will not feasible.*
- 2. With capital in amount Rp.222.758.000.000, the business operation of P BIP feasible.*
- 3. Selling all of PT BIP's share with market price result cash inflow in amount Rp.72.758.000.000*

*The second scenario is the most profitable scenario for PT BIP.*



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