

ABSTRACT

Feasibility study is an important key to a successful investment. A deep and thorough feasibility study will result in a good and proper investment plan as well as minimizing potential financial risk.

Revenue from sales is the most important element to build a successful commercial properties. Low sales number in X Heritage project development has caused the project to halt, meanwhile interest costs keep on growing. This thesis will try to analyze the initially planned feasibility study on construction phase and marketing strategies, then it'll be compared to several investment alternatives. This study will try to provide solution from the problem by conducting analysis and trying several payment scenarios. Alternative solutions will be based on IRR, NPV, Payback Period and Replacement Cost Methods.

This analysis shows that construction in one phase is correct and best problem solution is completed by providing discounts and merging all owner's subsidiary companies in X Heritage.

Key Words : Feasibility study, delays, investment, X Heritage