

Analisis capital budgeting untuk pengambilan keputusan proyek peluncuran produk baru cabin air filter di PT ABC = Capital budgeting analysis for decision making in launching cabin air filter at PT ABC

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Abstrak

[ABSTRAK

Perkembangan industri otomotif dewasa ini semakin kompetitif dengan pangsa pasar yang luas. Kondisi inilah yang mendorong PT ABC untuk melakukan inovasi produk dari produk-produk yang sudah ada di pasaran. Inovasi ini berupa peluncuran produk Cabin Air Filter. Perhitungan atas kelayakan finansial produk dilakukan dengan metode capital budgeting. Data-data sekunder yang diperoleh kemudian diolah dengan menggunakan NPV (Net Present Value), IRR (Internal Rate of Return), Payback Period, dan analisis skenario. Berdasarkan hasil perhitungan diperoleh nilai yang positif serta tingkat pengembalian yang lebih besar dari cost of capital. Maka kesimpulan yang diperoleh dari analisis yang dilakukan adalah PT ABC sebaiknya meluncurkan produk cabin air filter.

ABSTRACT

The development of the automotive industry nowadays is more competitive with larger market share. These conditions encourage PT ABC to conduct product innovation. The innovation is a Cabin Air Filter product launch. The Calculations on the financial feasibility of the product made by capital budgeting methods. Secondary data were obtained then processed using the NPV (Net Present Value), IRR (Internal Rate of Return), Payback Period, and scenario analysis. Based on the calculations, a positive value and rate of return is greater than the cost of capital. Then the conclusions obtained from the analysis conducted are PT ABC should launch a cabin air filter products.;

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