TECHNICAL AND FINANCIAL ANALYSIS OF
PURIMAS APARTMENT PROJECT IN SURABAYA

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Abstract

Due to high investment of Purimas Apartment, feasibility study needs to conduct from both technical aspect and financial aspect. The purpose of this research is to analyze the feasibility of Purimas Apartment project from technical and financial aspect.

Primary and secondary data were conducted which then analyzed using 3 phases, namely pre-construction, construction and post-construction period. While financial aspect analyzed cash in and cash-out estimation, cashflow and sensitivity analysis.

From technical analysis which categorized into pre-construction and construction period, Purimas Apartment project has met Surabaya Government regulation for zoning standard. In contrary, in the post-construction period, improper parking facility has not meet regulation yet. From financial analysis, using 10 years investment period and Investment cost IDR 190,469,027,500, it shown that IRR 39% are higher than expected interest rate (MARR 12%). This analysis showed that NPV are IDR 27,711,299,139 when using the assumption for 80% sales rate. In addition, this project would be unfeasible when sales rate decline until below 67%.

Keywords: Technical and Financial Analysis, Apartment