

## **ABSTRACT**

*Maisya Choirus Sangada. 2020. Evaluation and Development of Kreatif Meubel Business (Case Study on Kreatif Meubel of Dermaju, in East Metro). Undergraduate Thesis. Management Department. Economics and Business Faculty. Muhammadiyah University Metro. Advisors: (I) Yateno, S.E., M.M. Advisors (II). Suryadi, S.E., M.M.*

*Business evaluation is very much needed as a consideration in future business development activities. The purpose of this study is to evaluate and analyze the feasibility of a business from financial aspects. This research is conducted using a quantitative descriptive analysis method. The data used in this study are primary and secondary. The object of this research lies in the financial and non-financial aspects. The location chosen by the researcher as the object of research is Mr. Tono's Kreatif Meubel Dermaju in East Metro. The analysis tool uses the NPV (Present Net Value), PP (Payback Period), Net B / C (Net Benefit-Cost Ratio), IRR (Internal rate of return), and BEP methods. Business evaluation on the financial aspects through NPV, Net B / C, PP, and BEP analysis and non-financial (market, technical, environmental) on the Kreatif Meubel Dermaju of East Metro that the business is profitable. Based on the eligibility criteria for business development through IRR analysis, Dermaju Creative Furniture business development is feasible to be developed by opening new branches.*

**Keywords:** *Business Evaluation, Business Development*

