

## ABSTRAK

In every business investment plan that will be carried out, a feasibility study must be carried out first, including the laundry and ironing services business that is being carried out by Harum Laundry. This study discusses the Analysis of Investment Feasibility in Harum Laundry Service Business in Sidoarjo. The scope of the study carried out is financial aspects and non-financial aspects covering legal aspects, market and marketing aspects, technical / operational aspects, organizational / management aspects, socio-economic aspects, and environmental impact aspects. Based on the results of research from the financial aspect which shows that business investment development is a good plan, because the Payback Period value shows results in a period of 2 years or faster than the set time for 4 years, the Average Rate of Return value shows a percentage of 54% , the Net Present Value shows a positive value of IDR 30,224,703, the Internal Rate of Return value shows 38.4%, the Profitability Index value shows 2.16, and the Return on Investment value shows the average for the next 4 years is of 41.13%. While the results of the research in terms of non-financial aspects, namely legal aspects, market and marketing aspects, technical / operational aspects, management / organizational aspects, social economic aspects, and environmental impact aspects, show that the Nabila Laundry business investment plan is feasible to run when viewed from non-financial aspects.

Kata kunci : ,ROI,PI,PP.,AVR,IRR.