

## **ABSTRACT**

Feasibility study has an important role in taking decision in investment process. The conclusion and suggestion given in the end of this study will become basic for consideration to decide whether the investments are feasible or not.

As we are looking back to the needs of apartment, the development of one apartment with huge capacity in Lippo Karawaci as landmark of surroundings needs basic study consideration for its feasibility's.

Can be said that the feasibility study will include marketing aspect, technical aspect and financial aspect. Position of the apartment, composition and demand from the past until now, future demand and competitor condition also government intervention will be analysed in marketing aspect. On the other hand technical aspect will analyse all aspect relating with building design and location of the project. Looking from financial aspect, one project is healthy if the project can give reasonable gain and the project can fulfil its financial obligation. All those aspects are related on each other, therefore at the end one final decision can be obtain.

From all of those examinations and analysing above, can be conclude that the project is health, health enough with several notes or definitely unhealthy, therefore the project should be cancelled.