

Studi kelayakan bisnis untuk penentuan franchise profit sharing dalam rangka ekspansi bisnis lexus Indonesia = Feasibility study for franchise profit sharing determination in order to expand business of lexus Indonesia

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Abstrak

Tesis ini membahas tentang penentuan franchise profit sharing Lexus Indonesia yang sebaiknya diberikan kepada dealer dan yang diterima distributor dalam rangka ekspansi bisnis. Penelitian ini menggunakan metode valuasi Discounted Cash Flow dan metode Feasibility Study. Penentuan franchise profit sharing dealer dan distributor didapat dengan perhitungan proyeksi laporan keuangan selama lima tahun menggunakan asumsi skenario penjualan pessimistic, most likely, dan optimistic serta analisis biaya modal. Penentuan franchise profit sharing juga dilakukan dengan menggunakan analisis Break Even Point untuk mengetahui rentang negosiasi dengan kondisi BEP.

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This thesis discusses about the determination of franchise profit sharing Lexus Indonesia that should be given to dealers and profit received by distributor in order to expand the business. This research using the Discounted Cash Flow valuation method and Feasibility Study. Determination dealers and distributor franchise profit sharing is obtained by calculating the projected financial statements for five years using pessimistic, most likely, and optimistic scenario and cost of capital analysis. This research also using the break even point analysis to determine the range of negotiations with the BEP condition.