

ABSTRACT

I'smart Course is a business of educational services which different with conventional education courses. Subject matter in I'smart consists of concepts, exercise, word problems, IQ test, and activity which expected to optimize the activity of left brain and right brain of students. In this feasibility study of I'smart use 7 basic aspects which are technical aspect, marketing aspect, human resources aspect, management aspect, financial aspect, social aspect, juridical aspect to know the feasibility of I'smart.

Analysis of the technical aspects relating to determine the location of I'smart. On the marketing aspect I'smart will perform a free registration to introduce products to the public I'smart faster. From human resources aspects related to use employees which needed to operation of I'smart. From management aspect related to the role of organizational structure which can manage tasks or responsibilities of employees. From financial aspect calculate the feasibility of I'smart from IRR (Internal Rate of Return) of 80.27485 %, payback periode of 2.82 years, NPV(Net Present Value) of Rp 541,305,933.00, and PI (Profitability Index) of 2.48. Analysis of social aspect related to the social activities to help each other. Analysis of juridical aspect related to the permits which required in order to operate legally and avoid legal problems. Based on the aspects, it can be said I'smart is feasible to run.

Key words : *I'smart course, Technical Aspect, Marketing Aspect, Human Resources Aspect, Management Aspect*