

ABSTRACT

Barbershop Barbershop Silite or strokes Elite is a business which operates in the field of services that offer a haircut and hair washing for boys. Barbershop Silite Reviews their first outlet opened in the area of Telkom University and can give the turnover of very well in every month. To boost sales turnover in this barbershop business, the owner wants to expand its business by opening new branches in central Bandung and Tamansari been chosen as the location for the opening of new branches Silite barbershop.

To gain information market aspect in this reasearch, the researcher distributed questionnaire to 300 respondents who reside in Bandung in the range age of 18-26 years old was used to determine the amount of potential market, available market, and target market. Meanwhile, secondary data that was obtained from various sources were used to examine the technical and financial aspect. The result show amount of the potential market is 100%, the available market is 91.67%, and for the target market, the company is targeting 2% of available market.

This financial calculation result showed that the NPV within the period of 2016-2020 was as much as Rp 290.310.307,37, with IRR percentage of 65.91% and PBP of 0,329 year. The acquired IRR was bigger than the MARR value which was 15% and the NPV was positive. Due to this parameter, it can be concluded that the opening of barbershop Silite's new branch in Tamansari, Bandung was deemed feasible.

Key words: barbershop Silite, feasibility analysis, NPV, IRR, PBP