

## **ABSTRACT**

*Esgotado small and medium-scale company that stood since November 2012. Esgotado located in the city of Bandung, at this location Esgotado produce and sell their products online. During this time Esgotado been doing promotions through social media such as websites, twitter and facebook are still running today. Although since information technology is growing rapidly and proved to be very supportive and helpful to the process of marketing and selling products, but with the number of shopping destinations in major cities, the conventional sales process through transactions on shopping remains an important issue in improving product sales. Given the many opportunities that can be optimized by the company Esgotado one of the huge market potential of the region, the city of Bandung as one of the opportunities that can be exploited by management Esgotado to increase profitability. Esgotado company wants to increase sales revenue by opening an offline store to market their products, it is necessary to store opening investment feasibility analysis offline Esgotado bag. In this study, the financial aspect is calculated in the form of investment funds, expected revenues, operating costs, state income, cash flows and balance sheets to assess the level of investment as PBP, NPV, IRR. Periods in making financial projections is set for 5-year financial projections by MARR = 59%. The result of the calculation of the level of investment that is: NPV = Rp. 225,922,772 IRR = 44% and PBP = 1.50 years. opening an offline store feasible or greater than MARR IRR and NPV positive.*

*Keywords: Feasibility Analysis, NPV, IRR, PBP, Esgotado, Store Offline*