

## **ABSTRACT**

*Hans Company is a company in the field of male fashion that produce a wide range of products fashion trend of today. Currently, Hans Company markets its products by online, because the offline store has not opened yet, despite the fact that many consumers are asking it. Because it is supported by the community circumstances in Bandung which always follows the trend of dressing today, opening a clothing store at the same time with its convection factory in Bandung is a very good opportunity. In order to take this opportunity and increase sales of each product to meet consumer demand, the business owners decided to create an offline store Hans Company.*

*The market aspect in this study obtained by distributing questionnaires to 300 respondents were male sex and mostly students. From the results of questionnaires distributed owner can determine the size of the potential market, available market, and target market. The results of questionnaires show the percentage of the potential market for the product amounted to 88.67 % jeans, polo shirt products by 89 %, and the belt is 85 %. The percentage of available market for products of 82.67 % jeans, polo shirt products by 86 % and amounted to 78.33 % belt. The target market for the product jeans 2 %, 1 % polo shirt, and a belt of 1 %.*

*The results of the calculations in the financial aspect that shows the value of the NPV investment rate is Rp. 88.181.562, IRR is 30.76 %, and the PBP is 3.440 years. Establishment convection and men's clothing stores Hans Company declared eligible for the value of IRR is greater than the value of MARR, and the NPV is positive.*

**Keywords: Hans Company, NPV, IRR, PBP**