

## **ABSTRACT**

*Karimake knitting business today is a home industry that managed by some young men and women from one of the industrial centers in the city of Bandung, the Central Industry in Binong Jati. Karimake's revenue has increased from year 2010 - 2013, which at first the company hasn't been named "Karimake". The increasing in sales and the government's big encouragement causes the business owners are planning to open a store that is more appropriate than conditions at the store now, less accessible by Karimake's consumers. Government support for the Central Industry in Binong Jati's showroom project are used by the community to create a travel destination of Knitting in Binong Jati subdistrict. It opens up opportunities for business owners to open new store with the production also in that tourist areas later. After the collecting and processing of data from the questionnaires, products that will be marketed Karimake with the percentages of the potential market for the knitting vest product amounted to 80.15%, the cardigan product amounted to 71.69%, the knitting shirts at 75.4%, and sweaters by 77.9%. The percentages for available market of the knitting vest product amounted to 80.28%, the cardigan product amounted to 81.03%, the knitting shirts for 73.17%, and the last is for the sweater product is 76.42% inwhich this calculation is based on respondents who are interested in these products, The target market for each product for sweater, knit vest, and knit shirts at 0.3%, as well as cardigans of 0.15% of the market available.*

*The expenditure in the financial aspects , such as the need for investment funds , estimated revenues, operating expenses , state income , cash flow and balance sheet are used to calculate the investment , such as the Pay Back Period ( PBP ) , Net Present Value ( NPV ) and Internal Rate of return ( IRR ) with a time period is set for 5 -year financial projections .*

*Calculation of Pay Back Period ( PBP ) , Net Present Value ( NPV ) and Internal Rate of Return ( IRR ) was conducted to determine the feasibility of the level of investment value . The results of the calculation of the level of investment is NPV Rp177.813.052, IRR = 28,84 % and PBP = 2,286 years. Shop establishment and addition the variation product of Al Fathony Bordir declared feasible for the IRR is greater than the value of MARR and NPV is positive.*

*Keywords: Feasibility Analysis, NPV, IRR, PBP, Karimake, Binong Jati, Net.*