

ABSTRACT

Clothes represent one of fundamental requirement of human being which is request will never used up. Therefore the invesment cultivation in garment business give delicate oppportunity. Supported with still at least garment producer in Sragen give big oppportunity for Ulfia Collection to found effort garment producing clothes, bag, and bed cover.

But the increase of fuel (BBM) latterly causes price of produce resources to go up caught up with many garment product imported from Chinese, Taiwan, India, and Vietnam which its price is very cheap cause local product fail to compete in marketing. Therefore be needed a elegibility analysis from business garment to know business prospect in the future.

Examination of market aspect gone through by survey, research appliance in the form of questionnaire utilize to know how much the potential market, market available, and the target market from product of clothes and bag and also forecasting of secondary data obtained from management of Ulfia Collection and from various other sources.

Result or research show the level of potential market to each product of bag and clothes per age segment is:

Age segment of 15-19 year:	Age segment 20-29 year:	Age segment 30-54 year:
• Product of Handbag = 7%	• Product of Handbag = 6%	• Product of Handbag = 10%
• Product of Schoolbag= 20%	• Product of Schoolbag= 1%	• Product of Schoolbag = 0%
• Product of Briefcase = 0%	• Product of Briefcase= 7%	• Product of Briefcase = 9%
• Product of Superior clothes= 7%	• Product of Superior clothes= 28%	• Product of Superior clothes= 24%
• Subordinate product = 14%	• Subordinate product= 15%	• Subordinate product = 6%
• Easy going clothes product= 14%	• Easy going clothes product= 19%	• Easy going clothes product= 26%

While the available market is:

Age segment 15-19 year	Age segment 20-29 year:	Age segment 30-54 year:
• Product of Handbag = 7%	• Product of Handbag = 6%	• Product of Handbag = 6,4%
• Product of Schoolbag= 15,6%	• Product of Schoolbag = 1%	• Product of Schoolbag= 0%
• Product of Briefcase = 0%	• Product of Briefcase = 5,6%	• Product of Briefcase= 6%
• Product of Superior clothes= 7%	• Product of Superior clothes= 24,9%	• Product of Superior clothes= 16,3%
• Subordinate product= 11,6%	• Subordinate product = 13,5%	• Subordinate product = 5,3%
• Easy going clothes product = 9,4%	• Easy going clothes product= 17,5%	• Easy going clothes product= 23,9%

Target market of product is:

Age segment 15-19 year:	Age segment 20-29 year:	Age segment 30-54 year:
• Product of Handbag = 0,7%	• Product of Handbag = 0,6%	• Product of Handbag = 0,64%
• Product of Schoolbag= 1,56%	• Product of Schoolbag= 0,1%	• Product of Schoolbag= 0%
• Product of Briefcase = 0%	• Product of Briefcase= 0,56%	• Product of Briefcase= 0,6%
• Product of Superior clothes = 2,1%	• Product of Superior clothes = 7,47%	• Product of Superior clothes= 4,89%
• Subordinate product= 1,624%	• Subordinate product = 3,65%	• Subordinate product= 1,33%
• Easy going clothes product = 5,64%	• Easy going clothes product = 0,25%	• Easy going clothes product= 3,35%

Assess NPV equal to Rp687,397,515 for 5 periode with MARR 20%, IRR value 50%, and PBP . Assess NPV > 0, IRR > MARR (20%), and PBP 3,06 meaning smaller from investment. From these parameters this business is competent.

Keywords : garment, *survey market*, forecasting demand, NPV, IRR, PBP, elegibility.