

## ABSTRACT

Peter Says Denim (PSD) reseller business is a business that is located in the Bandung city. This business sells a wide range of clothing that are popular now. The increase sales of Peter Says Denim (PSD) continued to increase every year, but at 1 (one) year journey Peter Says Denim (PSD) shows that the level of reservations / purchases tend to be stable even in certain months decreased. Various ways have been taken by Peter Says Denim (PSD) management to re-boost the number of sales because in factual the number of young people in Bandung area has grown rapidly 2% every year. After data collection and processing in the region Trunojoyo by questionnaire, found that the percentage of 55.3% of the potential market, available market which varies for each product on the market potential and target market of 10% of the market available for Peter Says Denim (PSD).

The financial aspects of data processing, such as the need for investment funds, estimated revenues, operating expenses, *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 period is set for 3-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 190.644.991, IRR = 31.21% and PBP = 2,198 years. Business reseller Peter Says Denim (PSD) declared eligible because the IRR is greater than the value of MARR and the NPV is positive.

Key Word : *Feasibility Analysis, NPV, IRR, PBP, Peter Says Denim*