ABSTRACT

One Hundred Million Men Company is a company engaged in the manufacture of clothing fashion shirts for men with a variety of designs that follow the development trend, One Hundred Million Men Officially in near Padjadjaran University at Dipatiukur Road. Over time the growth of product sales on One Hundred Million Men Company has increased. Nowadays every company certainly wants an increase of profit happens continuously, as well as the owner of One Hundred Million Men who want to increase profit by opening the confection so that production costs can be pressed and profits increased. The price of a product tailored to the market segmentation which are teenage school, students, as well as among workers. One of the advantages for the Company having own confection can receive a shirt or a custom creation design as requested by the customer, the price offered for custom product different from the OHMM product price.

Survey and data collection are needed in opening the confection on One Hundred million Men Company with the target market for online demand came from existing data of onlines sales on 2012 and 2013. For custom demand using data from production capacity in every single days.

As for the expenditures in the financial aspects, such as for investment funds, estimates of revenues, operating expenses, income from the state, cashflow and balance sheet which is used to calculate the investment, such as the Pay Back Period (PBP), the Net Present Value (NPV) and Internal Rate of Return (IRR) with a defined period for financial projections is 5 years.

The calculation of the Pay Back Period (PBP), the Net Present Value (NPV) and Internal Rate of Return (IRR) will be conducted to determine the appropriateness of the level of investment grade. Results calculation of the value of the level of investment that NPV = Rp 399.884.815,65, *IRR = 20,03% and PBP = 1,140 years. The opening confection of One Hundred Million Men Company were declared worthy because the value of the IRR is greater than the value of MARR and the NPV is positive.*

Keyword : Feasibility Analys, NPV, IRR, PBP, "One Hundred Million Men" Company.