

## **ABSTRACT**

*Queenze Islamic dress is Moslem who sells Muslim clothes for women, who initially selling through online. Queenze advantage of growth in 2012-2013 has increased. Consumers continue to grow each month. Due to an increase in the sale, the owner wants to expand the target market and increase annual profits by opening new outlets to market in Bandung. Survey and data collection is needed to determine the location of the new outlet Moslem Queenze in Bandung. After collecting and processing the data, it was found that the area will be the location of the new outlet is in the Muslim fashion Queenze R.E Martadinata that the percentage of the potential market of 100 %, 68.89% available market of the potential market and the target market of 2% of the available market.*

*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 Rp 952.017.816,49, IRR = 66% and PBP = 1,718 years. The location of new outlets Clothing Queenze declared eligible for the IRR is greater than the value of MARR and NPV is positive.*

*Keywords : Feasibility Analysis , NPV , IRR , PBP , Outlet Clothing “Queenze”.*