

## ABSTRACT

*Hi.nc is a business in the field of industry textile and clothing who sell some products clothing like t-shirt, a shirt and veil. This time, Hi.nc only sell their products online through social media with less variative, because of that, the owner want to do a development by build a self convection and outlet store in one building in Tangerang city, in the hope of can get customer's trust and confidence that still doubt on a brand new.*

*In this research, to gain information, researcher distributed questionnaire to 205 respondents in the range age of 15-24 years old to determine the amount of potential market, avalailable market, and target market. Then information for technical and financial aspect can get from various source and needs. The result from questionnaire show that amount of potential market is 76% the available market is 72% and fpr the target market, company targetting 1% of available market.*

*Financial calculation result showed that NPV within the period of 2018-2022 is Rp.933.924.370 with IRR percentage of 62,79%, PBP is 2,121 years the acquired IRR was bigger than MARR which was 12% and the NPV was positive. Due this result, it can be concuded that the development of clothing brand Hi,nc in Tangerang was feasible*

*Key words : development, store Hi.nc, NPV, IRR PBP.*