

ABSTRACT

Obs Clothes is an online shop that sells clothes for young people such as sweaters, hoodies, polo, and shirts. The profit growth of Obs from 2014-2016 has increased. Consumers continue to grow each month. Due to the increase in sales, the owner wants to expand the target market and increase profits annually by opening new outlets in Bandung. Surveys and data collection is needed in determining the location of outlet Obs in Bandung. After obtaining the data, it is found that the area that will be the location of the new outlet Obs is on Jalan R.E Martadinata with percentage of potential market is 100%, the available market is 64% of the potential market and the target market is 1% of the available market. The expenses that exist in the financial aspect are, income estimates, operational costs, income state, cash flow and balance sheet used to calculate investments, such as Pay Back Period (PBP), Net Present Value (NPV) and Internal Rate of Return (IRR) with the period period set for financial projection is 5 years. Payback Period (PBP), Net Present Value (NPV) and Internal Rate of Return (IRR) calculations are performed to determine the feasibility of the investment grade. The result of the calculation of the value of investment is NPV of Rp 294.610.079, IRR = 45% and PBP = 2.182 years. The opening of the Obs outlet is considered feasible because the IRR value obtained is greater than the value of MARR and NPV is positive.

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