

ABSTRACT

R Plus Basic is a premium clothing brand based in Bandung which was initiated on 5th February 2017 and selling a lot of clothing products such as t-shirt, shirt, jacket, sweater, and sneakers. This brand has got a target market of consumer in the region of Jabodetabek and Bandung, especially these between the age of 18 – 30 years old. The marketing technique that they apply is by advertising their products online and through website. A large number of consumer had asked as to where R Plus Basic store is located, which is key for the brand to actually create a store. A store can benefit a brand in many ways such as creating a direct communication (platform/media) with the consumer. Survey and collecting data is needed to determine the right location for R Plus Basic Store in Bandung. As the data had been collected, the store will be located in R.E. Martadinata Street with the presentation of 100% from the potential market, the available market is 65% from the potential market, and the target market is 1% from the available market. Expenditures in financial aspect are income estimates, operational costs, income state, cash flow and balance sheet used to calculate the investments, such as NPV, IRR, and PBP with the period period set for financial projection is 5 years. The result of the investment qualification was received NPV with Rp 267,477,427, IRR with 68.14%, and PBP for 1.822 years. The establishment of R Plus Basic store is said to be qualified since the NVP value was positive, IRR value is greater than MARR value.

Keywords: Feasibility Analysis, R Plus Basic Store, NPV, IRR, PBP.