

## **ABSTRACT**

Roodolph Watch Company is a watch company established in early 2014. The vision of this company is to be a pioneer of fashion especially in watch trends in Indonesia by providing quality products as well as satisfying the needs for consumers. Market segmentation of this product are men and women from the age of 18 to 30. Roodolph Watch Company decided to increase their sales by opening their branch on Bandung City, which have 72 to factory outlets in total. In this research, market aspects are is done by distributing the questionnaire to 300 respondent in Bandung City. The results is used to determine how much the potential market, available market, and target market of Roodolph Watch. The result of the questionnaire shows that the potential market have 79.33%, meanwhile the available market have 61.00%. According to the result the company have 0.354% as their target market.

After that the feasibility research are conducted to determine wether the business are feasible to conduct. The result from the feasibility study are based on NPV, PBP, and IRR value. Based on NPV, this business are feasible because the result of NPV are Rp352.156.569 and the value are more than 0. And then based on PBP the investation will have its return in 2nd years. And the last based on IRR, this business is feasible because IRR result are 12,90% more than MARR which is 9.95%.that already been determined before 9. Based on the result of those criteria, this business are determined feasible to be conducted.

Keywords : Feasibility Study, NPV, PBP, IRR, Roodolph Watch