

## **ABSTRACT**

*Monomolly is one of start up in woman's clothing industry. In 2017 Monomolly has a significant sales increase. Nowday Monomolly doesn't have a location and facility that support the company's operational business. Moreover, as the online shop, Monomolly is prodecuted to respond and delivers product quickly. So from the interview which has been done, the owner plans to establish a business location, and adding workers for speed up packaging process and deliver product. However, the owner have two options, first is make ap purchase or rent a business location. Therefore, an alternative decision analysis is chosen to procure Monomolly's business facilities by Incremental Analysis method. Feasibility analysis is performed for each alternative based on market aspect, technical aspect and financial aspect. Feasibility analysis that conducted to obtain the result that both alternatives are feasible with NPV are Rp. 1,396,291,657 and Rp. 1,670,708,111. With PBP values are 1,6 and 0,7 years and an IRR are 79% and 142%. Then calculated incremental analysis by calculating the IRR of the net cash gap between the two alternatives and finding the value of  $\Delta IRR$  is -25%, because  $\Delta IRR < MARR$  (17%), then the selected alternatives is an alternatives with the lowest investment value, that is rent a businss location.*

*Key word : Incremental Analysis, Feasibility Analysis, NPV, IRR, PBP*