

ABSTRACT

Cotton.go was created on November 24th 2015 as a clothing company aimed at young target market. The product consists of shirt, polo, jacket, and t-shirt. Cotton.go is an online business while the production process takes place in Jalan Sukarapih V, no.26, Bandung.

Since the age of technology has been growing especially in information case, it brings many benefits for the process of marketing and product sales. Nevertheless selling product by offline stores remains a very important thing in increasing product sales.

In this study the financial aspects are calculated in the form of investment cost, operational cost, cashflow, and balance sheet to assess the level of investment as PBP, NPV and IRR. The period in the financial projection is set for a 5-year financial projection with MARR = 9.95%. The result of investment calculation is NPV = Rp 180,570,226 while the percentage of IRR is 54.36% and PBP is 1.637 years. From these parameters the opening business of Cotton.go offline store can be called feasible.

Keywords: Feasibility study, Cotton.go, IRR, NPV, PBP, Offline Store.