

ABSTRACT

Amezing is a new business to be established and is engaged in shoes. Amezing will be marketed online through social media Instagram and also websites. The phenomenon of online shopping is not only developing rapidly in the world, but also among local Indonesian businesses. Seeing these opportunities, Amezing blaze up as a fashion business idea with an online platform. Amezing has products such as flatshoes and slippers. Amezing offers shoe models that follow the existing trends. Made by local craftsmen and using quality ingredients. Because this business will only be established, a business feasibility study will be conducted to find out whether the business is feasible or not to run. Viewed from the market aspect, technical aspects and financial aspects. Analysis of market aspects is obtained from the distribution of questionnaires whose data will be used to determine potential markets, available markets and target markets. Furthermore, analyzing the technical aspects to determine expenses and income in the Amezing business for the next 5 years. The market aspect calculates the business feasibility of the online shoe store Amezing eligibility. Obtained that this business is feasible to run, this is based on several investment criteria, namely IRR, NPV and PBP. Based on the IRR this business is feasible because the IRR value (25,16%) is more than the MARR (10.25%), then based on the NPV value this business is also feasible because the NPV value of Rp. 100.420.678 more than 0, and based on PBP the investment will return in the 3th year period to 7 month. Then based on the three criteria of investment, the online shoe store business Amezing is feasible

Keywords: Online Shop of Shoes, Feasibility Analysis, NPV, IRR, PBP