

## **ABSTRACT**

*PT. ALFABET CITRA INDONESIA is a company engaged in advertising services specifically for products that will be marketed online. In 2018 PT. ALFABET CITRA INDONESIA decided to invest in the Muslim clothing retail. The purpose of this study is to find out whether the investment made by PT. ALFABET CITRA INDONESIA is feasible or not, seen from the market aspect, technical aspects and financial aspects. The method used in this study is the payback period, net present value and internal rate of return. The data used are primary and secondary. From the calculation results show that this investment is considered the most financially feasible, because the results of the payback period of less than 5 years,  $IRR > MARR$  and net present value are positive.*

*Keywords: Feasibility Analysis, Digital Marketing, Retail, Investment, Muslim Clothing*