

ABSTRACT

CV. Athia Mulya Abadi is a business startup engaged in the beauty sector that sells skincare products under the brand name "EBC". This business has been running for 1 year and wants to grow its business online. Because of a new business, a business feasibility study must be conducted. This study aims to determine whether the EBC skincare business is feasible to run in terms of market aspects, technical aspects and financial aspects. Analysis of market aspects is used to determine potential markets, available markets and target markets. Market data collection uses a questionnaire, so that the potential market percentage is 65.84%, the market is available for 57.43% of the potential market, and the target market is 2% of the available market. Technical aspects of the analysis are carried out to see expenditures and incentives that occur in the EBC skincare business in the next 5 years. The results of the calculation of financial aspects, obtained the value of NPV (Net Present Value) of Rp 331,125,492, the value of IRR (Internal Rate of Return) of 31.64% and PBP (Pay Back Period) 4 years. Because the IRR value is greater than the MARR value of 11.74% and the NPV value is greater than 0, the EBC skincare business is said to be feasible to run.

Keywords : Feasibility Analysis, NPV, IRR, PBP, EBC skincare