

## ***ABSTRACT***

Najwa Collection is one of the women's clothing industries in Bandung. This business has been established since 2005. In carrying out its business, Najwa Collection sells Muslim clothing with a robe model. Besides that, there is also convection at Najwa Collection where the convection is producing the robe clothes. This research was conducted to address upside and down sales depending on demand and market conditions. So the solution from this reasearch to develop an e-commerce business at Najwa Collection, where it is in line with the goals of the company to increase revenue and expand market share. Therefore it is necessary to calculate the feasibility of developing a website to find out whether the business that will be developed from offline to online is feasible or not to run. In addition, the calculation of feasibility analysis is obtained based on n financial, technical and market aspects. The final result of the feasibility analysis is getting an NPV value of Rp. 945,048,053. PBP values obtained are as many as 4 years with an IRR value of 32% that is feasible to run because of  $IRR > MARR$  (10.50%). In addition to conducting a feasibility analysis, the next thing is calculating the sensitivity analysis of selling and demand prices. The final results obtained are the cost of icreasing of sensitive raw materials is 6.21% and sensitivity of the selling price is 4.8%.

Keywords : Feasibility Analysis, NPV, IRR, PBP, Sensitivty Analysis,

*E-commerce*