

## ***Abstract***

*At this time, people live by using their own gadgets and all of them are connected to the internet that can change activities, and are controlled by the expenditure system now can transact online. People like it, because it is easy, cheap and fast compared to conventional purchases. In Indonesia, many e-commerce sales that are purchased are fashion products with a percentage of 16.5%. Seeing that, the fashion business idea sparked with online sales. The product to be made consists of wood jam called Tectona. After conducting research on the feasibility analysis of the online shop for Tectona wood watches. Obtained from this business, to obtain IRR, NPV and PBP. Based on the IRR this business is feasible because the IRR value (17,30%) is more than MARR (11.74%), then based on the NPV value this business is also feasible because the NPV value is Rp. 11.125.494 more than 0, and based on PBP investment will be returned in the 2 year to 10th month. Based on the investment criteria, the Tectona wood watch online business shop is feasible.*

*Keywords: Feasibility Analysis, NPV, IRR, PBP, Online Shop, Wooden Watches*