

ABSTRACT

Citra Gallery is a creative business in kebaya clothing, fabrics, and modern embroidered batik blouses. The survey states that many small industries that fall from the medium category turn into micro businesses such as small apparel industries. This is due to the fact that more and more imported textile products are imported, resulting in a narrower market share. Based on these conditions, the company decided to make the Citra Gallery boutique considering the products produced were not sold in the boutique itself so far but in department stores where the place has very high competition because the large apparel industry continues to expand its business. This research study an analysis of the feasibility and risk level of opening this boutique. The market aspect begins with the distribution of questionnaires in order to obtain demand and income projections. The technical aspects of determining location use factor rating, layout and funding requirements. Financial aspects determine sales revenue, profit and loss, cash flow. The calculation results show NPV value > 0, PBP for 4.516 years, and IRR (30%) > MARR (17.78%), so it can be said that the business of opening Citra Gallery boutique is feasible. The risk calculation result is 10,7% and with a MARR of 17.78% the rate is 28.48%. Based on the value of the rate which is smaller than the IRR value (30%) and NPV value > 0, this business is said to be feasible.

Keywords: Feasibility Analysis, NPV, PBP, IRR, Citra Gallery