

ABSTRACT

Zauber Denim Company (Zauber) is a business that initiated, by 3 (three) students from a private university in Bandung. This business is engaged in men's clothing with the main product is jeans. Zauber uses selvage denim for raw material to produce the jeans. Currently, Zauber has a location that will be an office and a warehouse of raw material and product, but Zauber can't determine how big is the demand and what kind of operational activities that can support the continuity of this business. Other than that, the production activity will collaborate with a tailor to produce the product and buy raw material from the supplier. The product will be sell using online platforms such as websites and other social media. Therefore, Zauber needs to analyst the feasibility and designing websites for this business. The feasibility analysis is carried out based on market aspects, technical aspects, and financial aspects using Net Present Value, Internal Rate of Return, and Payback Period methods. While for the website design, usability testing is done using the System Usability Scale.

Based on the result of the feasibility analysis, this business is feasible to run by Zauber with the NPV value is Rp71.563.355,00, IRR value is Rp20,44%, PBP value is 4,50 years, and SUS score value is 68,92.

Keywords: Feasibility Analysis, NPV, IRR, PBP, Usability Testing, System Usability Scale