

ABSTRACT

Kawa is one of the new business brands engaged in shoes. To be able to compete regarding marketing, Kawa shoes will also be marketed online through Instagram social media and websites. Because the phenomenon of online shopping is not only developing in the world, but also among Indonesian local businesses. Seeing these opportunities, Kawa was blamed as an online business fashion platform idea. Kawa has boots that are made by local craftsmen, and use quality materials with models that follow the latest trends. Because a new business will be established, a business feasibility study will be conducted to find out whether this is feasible or not. This study discusses business regarding aspects of analysis, market aspects, technical aspects and financial aspects. To find out the analysis of market aspects, data obtained from the distribution of questionnaires which will then be used to determine potential markets, available markets and target markets. Furthermore, analyzing the technical aspects and financial aspects to study and enter the Kawa shoe business for the next 5 years. To match the four aspects shown good results, it can be announced a shoe brand that is feasible to run. Based on the analysis results obtained by the potential market of Kawa shoes by 57% with 45% available market and a target market of 2%. The opening of the Kawa financial store has an IRR of 22,80% with PBP 1 year 9 months, so that, it can be canceled if the opening of the Kawa shoe store receives decent. The thing to consider at the opening of the Kawa shoe store is the decline in selling prices because the even with a 3% decrease in the opening of the Kawa shoe store it is not feasible.

Keywords: business feasibility, web design, shoe products