

ABSTRACT

Motiviga is fashion business in the field of manufacturing and selling bags and accessories with unique designs on each their products. Bag products sold by Motiviga include bodypack, fannypack and slingbag. Accessories products sold by Motiviga are furoshi-kit and strap. In developing the business, the opening of an offline store located in the city of Bandung aims to increase revenue and develop markets from Motiviga. The feasibility analysis is carried out based on market aspects, technical aspects, and financial aspects. In this study, 100 respondents were obtained and the percentage of potential market aspects was 87%, available market was 85% and the target market was 1%. The financial aspect is carried out by calculating income and expenses in cash flow, profit loss, balance sheet, investment needs and investment feasibility calculation using the Net Present Value, Internal Rate of Return, and Payback Period methods with a fixed investment period of 5 years. Based on the results of a feasibility analysis obtained by opening an offline store Motiviga declared worthy to run with an NPV value of Rp 382.706.355, an IRR of 41% and PBP for 2,75 years.

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