

## ***ABSTRACT***

Linda Shoes is a business that is engaged in the shoe industry. Linda Shoes sells product types of loafers, casuals and sandals. During her business Linda Shoes experienced several obstacles such as the production of shoes that still use manual methods, and the conventional marketing process. Based on interviews with the owner of Linda Shoes, Owner Linda Shoes plans to invest in equipment technology and production facilities, while also in the marketing process, Linda Shoes uses an online system using website media to increase sales. Based on the problems of the business development plan, a feasibility analysis will be conducted based on market, technical and financial aspects. The feasibility analysis carried out shows that Linda Shoes's business development plan is feasible to be carried out with an NPV value of Rp 143,399,000, an IRR of 28.40% and a PBP of 4,224 Years. In addition, Linda Shoes investment sensitivity analysis is sensitive to an increase in raw material prices by 9.38%, an increase in labor costs by 11.85%, a decrease in the selling price of 3.63% and a decrease in demand by 4.32%. While the risk that may arise in the Linda Shoes business is 5% and the SUS Score is 72.67.

Keywords: Feasibility Analysis, NPV, IRR, PBP, Website Design