

ABSTRACT

Puru Kambera is an online shop that sells women's fashion Muslim products consisting of scarf printing, tunic, long dress, and kaftan. This business has been established since 3 September 2017 in Bandung, Indonesia. According to the owner of Puru Kambera, she has a business development plan by opening an offline store of Puru Kambera in Bandung. Based on this business development plan, a feasibility analysis is performed to find out whether the opening of Puru Kambera offline store in Bandung is feasible to run. The feasibility analysis is performed based on market, technical, and financial aspects. The feasibility analysis result shows that the opening of Puru Kambera offline store in Bandung is feasible to run with Net Present Value of Rp 356,595,609, Internal Rate Return in 35%, and Payback Period for 3.428 years. Besides that, sensitivity analysis is also performed on an increase in product cost, a decrease in selling price, and a decrease in demand. The sensitivity analysis result shows that the opening of Puru Kambera offline store in Bandung is sensitive to the increase of product cost at 8.20%, the decrease of selling price at 5.61%, and the decrease of demand at 17.72%.

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