

## **ABSTRACT**

TWS Petshop is one of the store that provides pet needs products, which was established in 2015. In running its business TWS Petshop provides all pet needs in the form of food, medicines, vitamins and accessories. This study aims to determine the feasibility study of opening a TWS Petshop business branch in the city of Bandung. So that it can meet the objectives of the company namely increasing the amount of revenue and expanding market share. Therefore, a feasibility calculation is required for opening a new branch of business as well as establishing a website to find out whether opening a business branch offline and online is feasible to run. In addition, the feasibility calculation is based on market, technical and financial aspects. So that the final NPV of IDR Rp 70.569.443, IRR of 20% and PBP for 4.47 years are feasible to run because  $IRR > MARR$  (9.95%). In addition to calculating the feasibility of this study, sensitivity analysis was also carried out, namely an increase in product costs by 4.03%, a decrease in product selling prices by 5.25%, a decrease in demand by 3.23% and an increase in labor costs by 30.37%.

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