

ABSTRACT

Simply of aegea is a fashion business that sells items related to Muslim clothing. This business was established on November 20, 2016 in Subang. Simply of aegea is a business that offers several Muslim products such gamis dewasa, gamis anak, koko dewasa, koko anak, couple (gamis & koko), Sarimbit and Khimar. Beginning of the business of Simply of aegea doing research by conducting the sales process on adult robe products, due to positive consumer enthusiasm, the owner wants to do business development which has only been sold online. Based on the most sales percentage data in the city of Bandung, the owner wants to open an offline store in the city of Bandung. Analysis of the feasibility of the purpose of the feasibility calculation on the development of this business to find out whether the business that will be developed from online to offline is feasible to run. Furthermore, the calculation of the feasibility analysis is obtained based on new financial, technical and market aspects. The final results obtained from the feasibility analysis are NPV value of Rp 446.957.657. PBP value is 3.50 years with an IRR value of 37%, so it is feasible to run because $IRR > MARR$ (10,50%). Furthermore, sensitivity analysis is carried out on rising cost of production, rising labor costs, falling selling prices and falling demand. The final results obtained are an increase in the cost of production sensitive to an increase of 9,66%, an increase in labor costs sensitive to an increase of 62,33%, a decrease in selling prices sensitive to a decrease of 6,80% and a decrease in demand sensitive to a decrease of 23,03%.

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