

ABSTRACT

Pesantren X is a company that offers turmeric powder. Pesantren X also provides a *website* that can be used to introduce its products to consumers. The product offered is turmeric powder. In other words, Pesantren X makes it easy to find turmeric powder that suits consumer desires.

As a new business idea, this research is about how business design and business feasibility analysis in terms of market, technical and financial aspects, as well as sensitivity analysis for several related variables and risk analysis.

Based on the research that has been done, the NPV (Net Present Value) value is Rp255.006.001, the IRR (Internal Rate of Return) value is 37,68%, and the PBP (Payback Period) is for 2 years and 9 months. Based on the NPV value obtained, it is positive and the IRR value exceeds the MARR (Minimum Attractive Rate of Return) value of 9.95%. Thus, it can be concluded that this business is feasible to run. The results of the sensitivity analysis show that this business is sensitif to an increase in raw material costs and a decrease in selling prices. Thus, it can be concluded that this business is feasible to run. The results of the sensitivity analysis show that this business is sensitive to an increase in raw material prices, labor costs, demand, and a decrease in selling prices.

Keywords: Business design, Feasibility Analysis, NPV, IRR, PBP