

## **ABSTRACT**

*Wikana Konfeksi is a confection company that produces three types of products in the form of t-shirts, shirts, and jackets. Wikana Konfeksi's existing place of business is located at Jalan Sedap Malam, Gang Nusa Indah Kesiman, Denpasar. According to the Central Statistics Agency, the textile and apparel industry has made brilliant achievements in the first quarter of 2019, reaching 18.98%, this figure is in line with the increasing demand from Wikana Konfeksi every year. Behind the ever-increasing demand, limited resources make the price of fabric raw materials in Bali tend to be more expensive. Bandung is an area that has potential for the fashion market and the prices of raw fabrics tend to be cheaper, therefore Wikana Konfeksi plans to open a new business branch in the Bandung area. Owners who are still doubtful about this decision cause the need for a feasibility analysis of business design by paying attention to market aspects, technical aspects, management aspects, and financial aspects. After calculation, it was found that the plan to open new Wikana Konfeksi business branch in Bandung Regency area was feasible with an NPV value of Rp. 122.483.539, an IRR of 20,96%, and a PBP of 4.17 years. The sensitivity value obtained is 25,63% for direct material changes, and 75,80% for changes in product selling prices.*

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