ABSTRACT

Slava is a business initiated by college students who are currently studying in Bandung. This business will engage in the sale of apparel products, where on its initial launch will be selling Cotton Combed 24s t-shirts. The characteristics of the material that is being used by Slava is relatively not too thick nor thin when it is compared to other materials such as Cotton Combed 30s. Thus, the selected t-shirts material is expected to provide more comfort for the wearer. Slava will be cooperating with other businesses or manufacturers to produce their products. Slava is planning to sell their products online through the Tokopedia marketplace. To store their products, Slava will use the Crewdible online warehousing facilities. This online warehousing facilities is beneficial for Slava because not only the facility is able to store their products, but they will also capable of handling the delivery of their products so that the company can focus on selling and promoting their products. To start their business, Slava is planning to sell only three t-shirts design, but it is possible that they will sell more in the future. Considering that there are many competitors offering the similar clothing products, feasibility analysis is needed.

In this final project, the data was collected by distributing questionnaires to 100 respondents that are living in Bandung and Cimahi in different sub-districts. The respondents that are targeted are respondents in the age between 15 to 29 years old. The data from this questionnaire will be processed into market data. Questionnaire data processing aims to find out how many potential markets, available markets, and the target market of Slava. The target market of Slava will be determined by considering sales from competitors. Based on questionnaire data, the percentage of potential market is 82%, the available market is 93% and the target market of Slava after considering competitors sales is 1% from the available market. The calculation of the technical aspects is also carried out to find out the needs of Slava to support their operational activities. The calculations of the technical aspects include the labor requirements, estimated warehouse costs, supporting equipment costs, and the total cost that needed to start the business. The calculation of the financial aspect is carried out to find out the

estimated costs that incurred by the company. The calculation is carried out by considering the operational costs in the next five years which include the production costs, online warehouse costs, raw material costs, labor costs, and other costs that support their operational activities. The final result from this financial aspect is the Net Present Value (NPV), Internal Rate of Return (IRR) and Payback Period (PBP).

The results of the financial calculations showed that the NPV value for the period 2022 to 2026 is IDR 80,283,972, the IRR value is 34.78% and the PBP is 3.76 years. A positive NPV indicates that the company gains profit from their investment. Conversely, if the value is negative, it indicates that the company has suffered a loss from its investment. IRR shows the level of profitability of the investments that have been made. The MARR, which is the reference in this research study, is 11,50%. The PBP value of Slava's business is 3.8 years. The PBP value of 3.8 years showed that it will takes 3.8 years to get turnover from the investment costs that have been incurred by Slava to start their business. By looking at the positive NPV value, the IRR value which is greater than the MARR and the payback period under five years, it can be conclude that the opening of Slava apparel business is feasible.