

ABSTRACT

Djamoe is a home industry that sells traditional herbal medicine products in Madiun. The large number of business opportunities in traditional medicine or herbal medicine becomes a business opportunity for the home industry that can produce herbal medicine that is efficacious and has many benefits. In order to increase the income of each product, meet consumer demand and expand the market, the business owner decided to set up an offline store. With various considerations, Djamoe has been established for about five years but does not have a fixed shop and the owner sells his products by depositing his products to a gift shop in Madiun. This is the basis of this research, to analyze the business design and feasibility of establishing an offline herbal shop supported by the NPV (Net Present Value), IRR (Internal Rate of Return), PBP (Payback Period), and BCR (Benefit Cost Ratio) method. In this research using several aspects, including market aspects, technical and operational aspects, and financial aspects. financial analysis was assessed from several eligibility criteria, namely NPV with value Rp 173.187.057 and said to be feasible because $NPV > 0$, IRR 26,11% and said to be feasible because $IRR > MARR$ 15,87%, PBP worth 4,08, and BCR worth 1,20. This feasibility study shows that the implementation of the construction of Djamoe is feasible to operate.

Keywords — Djamoe, Feasibility Analysis, NPV, IRR, PBP, BCR, Factory Establishment