

ABSTRACT

In planning a business the main thing is to measure whether the business is worth running or not. Running a business requires a lot of money, the investment costs to run a business can be obtained from the owner's own capital, borrowing from a bank or there are investors who want to invest their capital. The high growth and competition of other optics in Bandung Regency makes Imam Optik want to develop his business in *e-business*. With the rapid growth of technology and information, it is hoped that *e-business* for Imam Optik Bandung will also bring rapid growth. It takes a feasibility analysis whether the business is feasible to run or not. In analyzing the feasibility of a business there are several assessments from various aspects including market aspects, technical aspects and financial aspects. The purpose of this study was to determine the feasibility of developing an *e-business* for Imam Optik Kab. Bandung from the market aspect, technical aspect and financial aspect.

This type of research method is descriptive quantitative. There are 100 respondents to analyze the market aspect. Data collection was carried out by distributing questionnaires to 100 Telkom University students related to buying glasses online. The data needed for the technical aspects are interviews and observations and for the financial aspects, financial report projections are needed so that the NPV, IRR and PBP values can be calculated.

The result of this research is that the business is feasible to run because the NPV value is more than 0 and also the time required for a return on investment is 1 year. For that, Imam Optics Bandung is expected to prepare further strategies to realize *e-business* development.

Keywords: feasibility analysis, market aspect, technical aspect, financial aspect