

## ***ABSTRACT***

*Dhifi Furniture is a business engaged in the furniture industry located in Tasikmalaya City. This business has been established for more than five years. In running its business, Dhifi Furniture produces furniture products in the form of sofas and tables which then sells them by entering their products into furniture stores in Tasikmalaya City and its surroundings areas. Promotional activities carried out so far have only been through word of mouth and social media such as Instagram and WhatsApp. Because this business only supplies its products to other furniture stores and only has a few consumers who order its products, it is difficult to increase sales of its products. This research was conducted to help increase sales and expand the market. Therefore, the solution offered from this research is to develop an online business by creating a website and promoting its products to the marketplace, and also offline by opening a new store because previously it did not have a store in the Dhifi Furniture business. To carry out business development, it is necessary to have a feasibility analysis based on market aspects, technical aspects, and financial aspects. The results of the feasibility analysis obtained the NIPV value of Rp. 395,887,377, the IRR value of 43.80%, and the value obtained was for 3.01 years.*

*Keywords— [Feasibility Analysis, NPV, IRR, PBP, Website Design]*