

## **ABSTRACT**

*RAF Collection is a business engaged in muslim fashion, especially in hijab products and woman's accessories. This business started in June 2020, located in Sidoarjo, East Java. For sales activities only through WhatsApp and Instagram for promotion. Owner want to added a website to sales plan and want to develop her business so that it can reach a market, it is necessary to conduct a feasibility analysis in this study, in order to find out whether the purpose of developing business and designing website is feasible or not. Feasibility analysis is obtained based on market aspects, technical aspects, financial aspects. Market data was obtained from distributing questionnaires to female respondents aged 15-49 years in several cities such as Surabaya, Sidoarjo, Jakarta, Malang, Bandung, Tangerang, Semarang and Yogyakarta. Potential market obtained 10,900,063 purchases, the available market was obtained for 6,230.378, and for the target market the target was 0,05% of the available market. The technical aspect is used to calculate worker needed, equipment needed, and facilities needed to run a business. The results of the analysis taken for the NPV value of Rp. 233.318.479, the Payback Period value for 1.9 years, and for the IRR result of 44,7% it is feasible to run with  $IRR > MARR$ , the MARR value (11.47%). From these results, it is said that business development is feasible to run.*

*Keywords— **Feasibility Analysis, NPV, IRR, Payback Period, Website Design***