

ABSTRACT

Wear Label was established on 26th June, 2020. Wear Label is a business engaged in women's fashion. Wear Label is an online business selling its products through Instagram and Shopee. The growth in sales of Wear Label products in 1 year of existence has increased. However, there are still fluctuating sales which are identified as a decrease in service quality. The right solution in overcoming problems of Wear Label is the opening of an offline store, so the owner of Wear Label wants to expand his business by opening an offline store in East Jakarta. Based on these problems, the design and feasibility of the business development plan is carried out based on market aspects, technical aspects, and financial aspects. Based on the business feasibility design that has been done, it shows that the design for opening a Wear Label offline store is feasible with an NPV value of Rp90,789.910, an IRR value in 27.27%, and a PBP for 3.0 years. The design is also carried out by analyzing sensitivity to increase of product price, decrease of demand, and decrease of product selling prices. The results of the sensitivity analysis show that the design for opening a Wear Label offline store is sensitive to an increase of product costs at 7.31%, sensitive to a decrease of market demand at 10.34%, and sensitive to a decrease of product selling prices at 4.28%.

Keywords: *Feasibility Analysis, NPV, IRR, PBP, Sensitivity Analysis, Offline Store Design*