

## **ABSTRACT**

*The design and feasibility study of the offline and online Sentul Natural Skincare (SENCARE) business discussed in this final project is motivated by the problems that occur in the SENCARE business related to stagnant product sales (no increase or decrease). SENCARE's business has been running for 1 year, but SENCARE's business has not developed (stagnant), the root of the problems in SENCARE's business arises from 5 factors, namely man, method, place, material, information. There is one cause of the human factor (man), namely there is no clear division of tasks and responsibilities within the team/member. From the information factor, namely lack of knowledge and understanding of market trends and needs. From the method factor, namely the marketing strategy that is not massive and effective and the product sales strategy which is mostly done by mouth to mouth. From the place factor, namely the limited place to carry out operational activities and the location of the business place that is not strategic. From material factors, namely the risk of non-sterile materials because there is no SOP for inspecting materials that will be the main mixture in the manufacture of SENCARE products. The research in this final project aims to design and conduct a feasibility study on the offline and online SENCARE (Sentul Natural Skincare) product business by estimating the amount of market demand, designing technical and operational aspects, measuring the level of feasibility from the financial aspect and conducting sensitivity analysis to determine the impact from changes in raw material costs and product selling prices to changes in production system performance in obtaining profits, so that it can be seen at what level the business is still feasible to carry out.*

*This study used a survey method which then obtained primary and secondary data from the SENCARE business. The secondary data used to support this final project were obtained from company documents and related institutions such as the Central Statistics Agency (BPS) of Riau or Indonesia Province, the Ministry of Industry, as well as some literature related to this final project, while the primary data was obtained by*

*conducting interviews and observations. . The primary data used in this research are market aspect data, technical aspect data, and financial aspect data. The data obtained will be processed to conduct a feasibility study using the net present value (NPV), internal rate of return (IRR), and payback period (PBP) methods as well as measuring the sensitivity level of raw material prices, product selling prices, and employee salaries.*

*The results of this final project on the market aspect obtained that the potential market size is 89% or 4,402,788 product purchases/year, the available market size is 58% or 2,553,617 product purchases/year, the target market size is 0.06% of the available market or of 2,647 product purchases per year. The estimated number of requests for SENCARE products is 2,647 pcs and will continue to increase for the next 5 years following the population growth rate of Pekanbaru city aged 15 – 39 years. In the technical aspect, the location for the establishment of the SENCARE offline store is on Jalan Sudirman, Pekanbaru, Riau with a building area of 120 m<sup>2</sup> with a total workforce of 4 people. The funds needed to set up an offline and online store in the SENCARE business is IDR 157,802,103 consisting of a fixed investment of IDR 53,362,000, working capital of IDR 96,140,103, CV creation (including SIUP and TDP) of IDR 3,000,000. BPOM registration is Rp. 1,000,000, MUI halal certification is Rp. 300,000 and HAKI registration is Rp 4.000.000. There are 4 main activities in the SENCARE business, namely the production process, the process of opening and servicing stores, the process of recording cash sales, and the online sales process. In the financial aspect, the net present value (NPV) is Rp386,242,509, the internal rate of return (IRR) is 63.74% and the investment return period is 1.96 years. Because the net present value (NPV) > 0, the value of the internal rate of return (IRR) is greater than the MARR value of 8%, the PBP value < economic life, so the SENCARE business is said to be feasible to run. The sensitivity level for increasing the cost of raw materials for making SENCARE products is 88.35%, the sensitivity level for decreasing product selling prices is 27.26%, and the sensitivity level for increasing employee salaries is 56.43%.*

*The benefit of the results of this final project is that it can help decision making in the SENCARE business which is run by taking advantage of existing opportunities or potentials and helps business process planning become easier by preparing everything needed in the business carefully to anticipate the risk of loss, whether it is a loss or a loss. that can be controlled or risks that are beyond our control. For entities, this final project can be used as a reference and learning material for the next generation.*

**Keywords — NPV, IRR, MARR, Payback Period, man, method, place, material, information**