

ABSTRACT

Adorable Projects is a 15-year-old fashion business from Cimahi that produces various types of handmade footwear and clothing. In developing the business, the business owner wants to open a new branch of Adorable Projects because the physical store revenue is still lagging behind the online store revenue to take advantage of the positive market results in offline activity interactions. With mature business conditions apart from the age of the business, it is also seen in the indicators of accumulated revenue from all sales sectors that are increasing so that it is felt ready to expand the market by opening a new physical store branch. The opening of the business branch is planned in Bandung with consideration of distance as well as the consumer price index of the Bandung community which is ranked in the top ten of Java Island with an index value of 107.56. The method used is feasibility analysis by considering market aspects, technical aspects, and financial aspects which include NPV, IRR, PBB. Based on the results of the analysis and design, the NPV value of Rp.73.542.759 ($NPV > 0$), the PBP value for 3,58 which is still in the range of investment life designed, and the IRR value of 25,59% ($IRR > MARR$) so that the investment design is said to be feasible. The level of sensitivity is also measured in the design which includes a sensitive increase in procurement costs by 6.19%, a sensitive decrease in product selling prices by 3,54%, a sensitive increase in labor costs by 40,70%, building rental prices that are sensitive to an increase of 17,21%, and demand variables that are sensitive to a decrease of 3,54%. While in the risk analysis, it remains to get an indicator of investment feasibility in terms of NPV, PBP, and IRR which obtained an NPV value of Rp.4.767.412, PBP value for 3,58, and IRR of 25,59% so that the investment design is still said to be feasible based on the risk analysis.

Keywords: *Feasibility analysis, Adorable Projects, NPV, PBP, IRR, sensitivity analysis, risk analysis.*