

## **ABSTRACT**

Pesantren X is a Islamic boarding school with a business orientation that offers turmeric drink. Pesantren X also provides a social media that can be used to introduce its products to consumers. The product offered is turmeric drink. As a new business idea, this research is about how business design and business feasibility analysis in terms of market, technical and financial aspects, as well as sensitivity analysis for several related variables. Based on the research that has been done, the NPV (Net Present Value) value is Rp61.486.678, the IRR (Interest Rate of Return) value is 33,19%, and the PBP (Payback Period) is for two years and six months. Based on the NPV value obtained, it is positive and the IRR value exceeds the MARR (Minimum Attractive Rate of Return) value of 8.42%. Thus, it can be concluded that this business is feasible to run. The results of the sensitivity analysis show that this business is sensitive to an increase in raw material prices, labor costs, demand, and a decrease in selling prices.

**Keywords:** Business design, Feasibility Analysis, NPV, IRR, PBP