

## ABSTRACT

In this feasibility study research, the author discusses the feasibility of building a shoe washing business. CleanShoeses is a business with shoe washing services that has been established since 2019. CleanShoeses has stopped operating due to the pandemic in 2020. The background of this research study is to revive the shoe washing business. There are problems that CleanShoeses must solve, namely not having workers, not having a place, marketing strategies that are not maximized, target markets that are not maximized, and lack of promotion using online platforms. These problems cause less than optimal income so that the business cannot grow quickly. A feasibility study is needed in building a shoe washing business to produce a viable business. The costs incurred by CleanShoeses have increased due to inflation so that it needs to be considered properly. The design of technical and operational aspects is carried out by designing business processes, labor needs, organizational structure, business location, raw materials, and other needs. In the market aspect, researchers will use forecasting to determine the amount of demand. The design of the business feasibility study is expected to increase the productivity of the shoe washing business. The research will use the feasibility study method through analysis of market aspects, technical aspects and financial aspects processed based on historical data both primary and secondary data obtained from various sources to complete this research. The feasibility study analysis is used to determine whether the business is feasible or not to run from the calculation results. The feasibility study is based on market aspects, technical aspects and financial aspects. Based on the results of the business feasibility design that has been carried out, the MARR value of 11.23%, the NPV value obtained is Rp. .53.307.028, the IRR value is 15.28% and the PBP value is 3.04 years. From the results of these calculations, it can be said that this business is feasible to run. This design also takes into account the sensitivity limit to a decrease in demand of 11%.

Keyword – **Jasa Cuci Sepatu, Studi Kelayakan, MARR, NPV, IRR, PBP**