

## **ABSTRACT**

Blume Scarf, an MSME that was founded on May 30 2023 in Bandung, aims to meet the hijab needs in Indonesia with the tagline "Your Daily Scarf". Despite experiencing an increase in sales, Blume Scarf faces various production obstacles due to dependence on external vendors. The main problems faced include poor quality stitching, incorrectly cut veils, and product defects reaching up to 15%, resulting in financial and time losses. To overcome this problem, an analysis was carried out using the fishbone diagram method which identified man and method factors as the main causes. Based on this analysis, the proposed solution is to build its own workshop to improve quality control and operational efficiency. It is hoped that the construction of this workshop can minimize defective products and meet increasing market demand. Therefore, a business feasibility analysis is needed to ensure that this expansion is feasible and can reduce obstacles and risks in the future. Facing this problem, Blume Scarf plans to open a workshop based on several aspects. From the market aspect, a consistent increase was found from year to year. In the technical aspect, opening a workshop is feasible because the design results meet the production needs of Blume Scarf MSMEs. From the financial aspect, an NPV value of IDR 391,723,353 was found, an IRR of 102.98% with a MARR of 17.26%, and a payback period of 2.30 years. So, financially, opening the workshop is considered feasible and is planned to open in 2025.

**Keywords – Hijab, Production, Workshop, Feasibility Analysis**