

## **ABSTRACT**

*The digital era and technological advancements provide significant opportunities for entrepreneurs to maximize profits through better and easier access to information. These advancements not only allow better access to information but also create substantial potential for new business innovations. It is known that Indonesia has more than 2500 startups, placing it fourth globally. Although the growth of these startups is positive, many of them fail due to a lack of funding and market understanding. In this context, Barbercome was born. Barbercome is a startup in the haircutting industry, established in 2023. Barbercome is a mobile application that enables users to book home haircut services and make barbershop queue reservations. This application provides a solution for customers who are often busy with their daily activities, have tight work schedules, and lack the free time to go to a barbershop. Many customers feel that haircuts do not meet their expectations, the prices offered are not proportional to the service quality, the waiting time is long even with prior appointments, the service is rushed or unfriendly, the barbershop conditions are unclean or too crowded, and the barbers' skills in handling certain hair types are lacking. As a new business, Barbercome needs to conduct a feasibility analysis to determine whether this business is viable or not. The business is located in Bandung City. Based on the feasibility calculations, an NPV value of Rp 75,547,341, a PBP of 2.7, and an IRR of 28.96% were obtained. Based on the feasibility and sensitivity calculations, it can be concluded that the Barbercome startup business design is feasible to run.*

**Keywords – Barbershop, Barbercome, Feasibility Analysis, NPV, PBP, IRR**