

ABSTRACT

This business is often run by Small and Medium Enterprises (SMEs) that have great potential to help improve the local economy. One example of an SME that has started operating in the accessories sector in Bandung is Flowerry.forist, which is growing and developing. Flowerry.forist is a business that specializes in bead accessories, ranging from rings, necklaces, to bracelets, with unique and creative products. However, behind this growth potential, SMEs often face complex challenges, especially related to investment decisions.

The purpose of this research is to analyze the feasibility of investment in the bead accessory SME, with Flowerry.forist as a case study. Beads are a unique sector within the fashion accessories industry. This SME often faces financial issues that need to be addressed in order for the business to continue surviving and growing. To achieve this, a substantial investment is required. This research aims to examine the financial management of Flowerry.forist.

Investment refers to the activity or process of placing a certain amount of resources, such as money, time, or effort, into an asset or project with the goal of obtaining a profit in the future. The main objective of investment is to earn returns or income higher than the amount of resources invested. Investments can be made in various types of assets, such as stocks, bonds, real estate, currencies, commodities, startup companies, and others. Each type of investment has its own characteristics and risks.

To assess the feasibility of the investment in this study, methods such as Payback Period, Average Rate of Return, Net Present Value, Profitability Index, and Internal Rate of Return are used. Feasibility studies become an important tool in helping SMEs, such as Flowerry.forist, make the right decisions regarding their investments. By involving in-depth analysis of financial, technical, organizational, and economic aspects, investment feasibility studies can provide critical insights for business owners in planning and managing their investments. This can help them make more informed investment decisions, potentially increasing the chances of success and reducing the risk of business failure.

Keywords: Investment, SMEs, Finance