

ABSTRACT

Digital transformation has driven the rapid development of the startup ecosystem in Indonesia, including in the fashion sector, which has begun to emphasize sustainability. One innovation in this field is the startup JoyCurlsm which produces scrunchies using high-quality materials with unique packaging. Considering this potential, a financial feasibility analysis is needed to determine the sustainability of the business.

This study aims to evaluate the financial feasibility of JoyCurls through the analysis of Payback Period, Net Present Value (NPV), Profitability Index (PI), and Internal Rate of Return (IRR). The research employs a descriptive qualitative approach with a case study of JoyCurls.

The analysis results show that JoyCurls is feasible to operate. A quick Payback Period, positive NPV, a PI value of 1,25, and an IRR exceeding the borrowing interest rate indicate the business's growth and sustainability potential.

This research contributes by highlighting the importance of financial analysis for early-stage startups. It is recommended that JoyCurls strengthen its financial management to support long-term business sustainability.

Keywords: *Business feasibility, startup, finance, Payback Period, Net Present Value, Profitability Index, Internal Rate of Return.*