

ABSTRACT

ByAdimaprani is a company of Muslim woman clothing that produces various Muslim dress for women. ByAdimaprani established since 2015 and its marketing using online media. To increase the revenue of each product, meet consumer demand and expand the market, the owner decided to make offline shop ByAdimaprani and the convection factory. With this feasibility analysis, the company can knows what to prepare and knows the risks that arise in business development, so that companies can anticipate the risks posed. Market aspect in this research is done by spreading 400 questionnaires to all districts in Tasikmalaya City. Distribution questionnaires for potential markets were 91% for hijab, 92.8% for shirts and 89.5% for pants. The target market is determined by the owner of 2%. Location determination is determined using the factor ranking method and the selected location is Jl.Pataruman. The result of calculation on financial aspect which shows the value of investment level with MARR value of 9% obtained NPV value of Rp. . 164,401,868, IRR = 26% and PP for 4,027 years. Offline store establishment and ByAdimaprani convection are declared viable because IRR value is greater than MARR value, positive NPV and Payback Period less than investment age.

Keywords : ByAdimaprani, Feasibility Analysis, NPV,IRR,PP