**ABSTRACT** 

Hi.nc is a business in the field of industry textile and clothing who sell some

products clothing like t-shirt, a shirt and veil. This time, Hi.nc only sell their

products online through social media with less variative, because of that, the

owner want to do a development by build a self convection and outlet store in

one building in Tangerang city, in the hope of can get customer's trust and

confidence that still doubt on a brand new.

In this research, to gain information, researcher distributed questionnaire to

205 respondents in the range age of 15-24 years old to determine the amount

of potential market, avalailable market, and target market. Then information

for technical and financial aspect can get from various source and needs. The

result from questionnaire show that amount of potential market is 76% the

available market is 72% and fpr the target market, company targetting 1% of

available market.

Financial calculation result showed that NPV within the period of 2018-2022

is Rp.933.924.370 with IRR percentage of 62,79%, PBP is 2,121 years the

acquired IRR was bigger than MARR which was 12% and the NPV was

positive. Due this result, it can be concuded that the development of clothing

brand Hi,nc in Tangerang was feasible

Key words: development, store Hi.nc, NPV, IRR PBP.

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