

ABSTRACT

Al Buchory is a muslim men's clothing manufacturer that was founded in 2010. The products offered by Al Buchory are in the form of muslim clothing such as koko, jasko, and pakistan. Al Buchory sells it's products offline, but in the current technological era, online shopping systems are growing rapidly, encouraging Al Buchory to develop it's own online marketing business. In carrying out this business development plan a studi was conducted to ensure the feasibility of business development. Using literature studies, field studies, and questionnaires to collect data, a feasibility studi is conducted on the market aspects, technical aspects and financial aspects Forecasting is also used with linear regression method to get an estimate of offline demand. Al Buchory's business development was declared feasible because it fulfilled the investment eligibility criteria with an NPV of Rp 197.922.574 IRR 24.96% and PP selama 4,230 years.

Keywords: Feasibility Studi, Forecasting, Al Buchory, Online