

## **ABSTRACT**

*SneakyDips is a business online of reseller from Bandung that established from October 2017. SneakyDips is a reseller business online that reseller various international branded fashion products such as Nike, Vans, Converse, Adidas, Thrasher, Champion, HnM, Pull & Bear, and Uniqlo, there are also national brands too such as Compas, and Ventela. SneakyDips has a target market for constomers in West Java, especially in the Bandung region with range of age from 17-27 years. The start of the SneakyDips business is running sales by marketing products online through Instagram and WhatsApp. Inorder to increase the revenue of each product, and expand markets, the business owner decides to establish an offline store. By conducting this feasibility analysis, the company can find out what needs to be prepared and know the risks that can arise in the development of the business being carried out, so that the company can anticipate the risks that will be faced. The location determination was chosen directly from the owner of SneakyDips on Jalan Sumbawa No. 24. Market aspects in this study were obtained from distributing 100 questionnaires in the city of Bandung, the results of the distribution of the questionnaire obtained a potential market yield of 86%, available markets 83% from potential markets, and a target markets from 1,3% of available markets. The calculation results in the financial aspect show the value of investment level with MARR 13.79% with an NPV value of Rp. 315.965.237, IRR of 44%, PP for 2,91 years, and BEP as many as 2073 units for sneakres and 376 units for apparels. The establishment of the SneakyDips offline store can be said to be feasible because the IRR value is greater than the MARR value, the NPV is positive, and the Payback Period is less than the investment life.*

**Keywords** : *SneakyDips, Feasibility Analysis, NPV, IRR, PP*