

## ABSTRACT

PT XYZ is a frozen food company established in 2011 and operates in Ciracas, East Jakarta. The company owns two trademarks for its products, both of which offer sausages and meatballs. PT XYZ's product sales have shown a continuously increasing trend albeit with fluctuations. To date, PT XYZ has focused on business-to-business (B2B) sales with companies that have contracts with PT XYZ. This B2B-focused sales approach makes PT XYZ heavily reliant on its business partners, which can be risky if these partners do not renew their contracts. Based on this situation and supported by historical sales data, PT XYZ needs to expand its market by engaging in business-to-consumer (B2C) sales, particularly through online product sales. Therefore, an analysis of the design and feasibility of PT XYZ's business development through the opening of an online store as a sales medium is necessary. The design is expected to assist PT XYZ in expanding its market and, consequently, boosting its revenue. The feasibility analysis is conducted by examining market, technical, and financial aspects. The feasibility measurement methods used are Net Present Value (NPV), Payback Period (PBP), and Internal Rate of Return (IRR). The results of the design and feasibility analysis yield an NPV of Rp1,310,698,643, a PBP of 4.03 years, and an IRR of 37.88%. Therefore, the proposed business development design for PT XYZ with the opening of an online store as a sales medium is considered feasible because the NPV is greater than 0, the PBP falls within the specified investment estimation period, and the IRR is greater than the Minimum Attractive Rate of Return (MARR). After determining the feasibility of the design results, a sensitivity analysis is performed on several variables, namely raw material costs, labor costs, and selling prices. The calculation results show that the increase in raw material costs is sensitive to 19.35%, the decrease in selling prices is sensitive to 7.09%, and the increase in labor costs is sensitive to 39.63%.

**Keywords:** Feasibility analysis, online shop, NPV, IRR, PBP, sensitivity analysis.