

## **ABSTRACT**

*DYNS is a business that designs, manufactures, and sells some clothing for women, who initially sell online. DYNS profit growth has increased from 2013-2014. Consumers continue to grow each month. Due to increase of sales, the owner wants to expand the target market and increase annual profits by opening outlets in Bandung. Surveys and data collection are required in determining location of DYNS outlet in Bandung. After collecting and processing of data, it was found that the area will be location of new outlet DYNS is Jalan Ir. H. Juanda (Dago) with a 100% percentage of the potential market, available market 65.21% of the potential market and market target 0.02% of the available market.*

*Meanwhile expenditure in the financial aspects, such as need for investment funds, estimated revenues, operating expenses, income state, cash flow and balance sheet are used to calculate the investment, such as Pay Back Period (PBP), Net Present Value (NPV) and Internal Rate of Return (IRR) with a time period set for the financial projections is 4 years.*

*Calculation of Pay Back Period (PBP), Net Present Value (NPV) and Internal Rate of Return (IRR) was conducted to determine the feasibility of the level of investment value. Results of the calculation of the level of investment is Rp 773,197,350.47 NPV, IRR = 107.17% and PBP = 1,498 years. The new DYNS outlet location is declared feasible because of the value of IRR is greater than the value specified MARR and the NPV is positive.*

*Keyword : Feasibility Analysis, NPV, IRR, PBP, Outlet “DYNS”*