

ABSTRACT

World trend in shopping channel now leads on a system of shopping online and about to replaced system conventional shopping although conventional shopping not left fully .Phenomena online shopping not only rapidly growing in the world , but also among local businesses indonesia .This caused by development infrastructure and the internet technology in indonesia .Products the most bought customers when online shopping is the product fashion , dominated with percentation 78 % with the number of correspondent 1300 in 12 big cities .Cell phone is one of produce purchased when online shopping with percentation 46 % .See that opportunity , karoseri appeared as business idea fashion with online platform .Karoseri having the main product that is shirts and variation products that is a hat .Platform online that used as a medium sales is media of the social instagram. After conducted research on feasibility analysis online store karoseri t-shirt .Obtained that a business this is worth run , it virtue of several criteria investment that is IRR , NPV and PBP .Based on IRR business this is worth because the value of IRR (29 %) more than MARR (12 %) , and by value NPV business is worth doing because the value of NPV rp23,760,719 more than 0 , and based on PBP investment will be back in a period of the year to three months to 5 .So based on third of the investment criteria business online store shirts karoseri worthy of run .

Keywords: Feasibility Analysis, NPV, IRR, PBP, Online store, T-shirts, hats, Subcontracting