

ABSTRACT

Ragazza Islamic dress is Moslem who sells Muslim clothes for women , who initially selling through online . Ragazza advantage of growth in 2011-2012 has increased . Consumers continue to grow each month . Due to an increase in the sale, the owner wants to expand the target market and increase annual profits by opening new outlets to market in Bandung . Survey and data collection is needed to determine the location of the new outlet Moslem Ragazza in Bandung . After collecting and processing the data , it was found that the area will be the location of the new outlet is in the Muslim fashion Ragazza R.E Martadinata that the percentage of the potential market of 100 % , 63.3 % available market of the potential market and the target market of 2% of the available market.

The expenditure in the financial aspects , such as the need for investment funds , estimated revenues, operating expenses , state income , cash flow and balance sheet are used to calculate the investment , such as the Pay Back Period (PBP) , Net Present Value (NPV) and Internal Rate of return (IRR) with a time period is set for 5 -year financial projections .

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 . The results of the calculation of the level of investment is NPV Rp.744.611.229 , 21 , IRR = 20.3 % and PBP = 1.625 years . The location of new outlets Clothing Ragazza declared eligible for the IRR is greater than the value of MARR and NPV is positive .

Keywords : Feasibility Analysis , NPV , IRR , PBP , Outlet Clothing “Ragazza”.