

## **ABSTRACT**

*Al Fathony Bordir is one of home industries which move in production sector. Income Al Fathony Bordir is increasing from 2011-2013. Because of the increasing of sale, the owner wants to expand the target of market and increase the advantage of each year and build a shop in Tasikmalaya. But now, the people's interest of bordir is less, so the production of Al Fathony Bordir is fluktuation each month, so that Al Fathony plans to add the new variation product, there are sandal and bag. The survey and the data collection is needed to determine the location of Al Fathony Bordir's shop and looking the target of market for all product. After collecting and processing the data, there's found the region which could be the location of new shop and variation of product, and they will be sold in Al Fathony Bordir with the percentage of potential market are sandal 90,4%, bag 87,78%, moslem praying clothes 82,59%, clothes for man 81,11%, and Indonesian traditional clothes 74,81%, the percentage of potential market are sandal 90,4%, bag 87,78%, moslem praying clothes 82,59%, clothes for man 81,11%, and Indonesian traditional clothes 74,81%, the percentage of available market are sandal 82,22%, bag 80%, moslem praying clothes 75,9%, clothes for man 74,1%, dan Indonesian traditional clothes 61,9% of the potential market, and the percentage of target market are sandal, bag, and moslem praying clothes 1%, clothes for man and Indonesian traditional clothes 0,5% 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 481.128.422, IRR = 24,98 % and PBP = 2,462 years. Shop establishment and addition the variation product of Al Fathony Bordir declared feasible for the IRR is greater than the value of MARR and NPV is positive.*

*Keywords: Feasibility Analysis, NPV, IRR, PBP, Al Fahony Bordir.*