

ABSTRACT

ABAREL is a business engaged in fashion, especially jackets. ABAREL does not produce its products independently but is still through vendor collaboration and selling them through online media. Even so, the quality of ABAREL products is made to the maximum extent possible because the chosen vendor also has a good reputation.

In this study, researchers will provide advice to increase company profits by making estimates of production that should be achieved so that profits can continue to increase. This will also have an impact on the capital that will be needed but along the way will also increase the company's profits.

In this study, the method used is by conducting a feasibility analysis as a basis for determining company profits. In this study important aspects will be taken into account starting from the market, technical, and financial aspects so as to find the best decision for the company.

In this study, market research was conducted by making questionnaires, namely to find out the target market to be targeted. In addition, sales data is also taken to predict the sale of the next period.

Keywords: Jackets, Production, Feasibility Analysis