

## **ABSTRACT**

*RDA Hijab is a fashion startup that sells basic muslim wear and hijab by online. During its business, RDA Hijab meet several obstacles such as inadequate storage capacity and the difficulty of describing the actual condition of the product through the online media. Based on the interviews, the owner of RDA Hijab plans to rent a place which will become a warehouse and also as an RDA Hijab offline store. Based on the problems and the business development plans, feasibility analysis based on market, technical and financial aspects is need to be done. Feasibility analysis result shows that the planned of RDA Hijab business development is feasible with NPV value of Rp125,638,535.65, IRR of 34% and PBP of 4,071 years. Besides that, sensitivity analysis shows that RDA Hijab's business development is sensitive to the increase of production cost at 13.675%, increase of labor cost at 13.40%, decrease of selling price at 5.10% and decrease of demand at 4.98%. The risks that may come up in the RDA Hijab business process are the risk of unsatisfactory service, the risk of shipping errors and the risk of increasing inflation rates that calculate as 4%.*

*Keyword : Feasibility Analysis, NPV, IRR, PBP, Sensitivity Analysis*