

## **ABSTRACT**

*Mitra Family is a business in fashion industry, with products that are Muslim clothes for children aged 5-12 years. This business was established in 2019 by selling their product offline in Tanah Abang store Jakarta and making the muslim children's clothing by other convection services. With the development of current internet technology, online shopping transaction activities are in great demand. One of the online shopping transaction media that is used is e-commerce. e-commerce allows a company or individual to sell and buy things online. In Indonesia, sales in several e-commerce sites that are in great demand are fashion products. Seeing this opportunity, Mitra Family wants to start developing its business to do sales online and produce its products independently by creating its own production site. In this research, a feasibility analysis is carried out to determine whether or not it is appropriate to establish an online store and business convection based on market aspects, technical aspects, and financial aspects. After doing research, it turns out that this business is feasible to run. This conclusion is based on several investment criteria, the NPV is Rp 170,471,816 and this value is positive or more than 0, the IRR value is 35,59% and this value is more than MARR value is 13.74%, and based on PBP, investment will be returned in the 3 years to 9th months. Based on sensitivity calculation on Mitra Family's business, the decrease in demand is the most influential variable on operating income with a percentage decrease of 7.26%.*

*Keywords : Feasibility analysis, muslim children's clothes, e-commerce, NPV, IRR, PBP*