

ABSTRACT

The footwear industry is a sub-fashion that is experiencing a rapid upward trend in Indonesia. Based on information obtained from the Ministry of Industry, for the footwear sector, it was found that Indonesia has succeeded in occupying the 5th position as an exporter in the world after China, India, Vietnam, and Brazil, with an international market share of 4.6%. Inskres is a premium leather shoes business that is trying to enter the market. However, Inskres has constraints in meeting demand due to vendor limitations in fulfilling orders because vendors also produce shoes for companies other than Inskres. One other problem is the ordering system which is still manual by only using Whatsapp. The existing system has an impact on the capacity of companies that are only able to process the sale of products in limited quantities. To anticipate an increase in sales in the future, the Inskres needs a development to be able to expand efficiently and achieve these goals. In building this business, a research study was carried out to ensure that the shoe business and website design was feasible. Using literature studies and interviews as a method of data collection, a feasibility study was carried out on the market, technical, and financial aspects of the establishment of the Inskres premium leather shoes business for 5 years as a calculation period. The business was concluded to be feasible because in the financial aspect the total cost of the project was IDR 265.416.683 by calculating an IRR of 32.65% using MARR equal to 9.85%, and the estimated Payback Period from the Inskres was 3 years 6 months. Meanwhile, the result of the NPV from this investment is IDR 392.585.471.

Keywords: Feasibility Analysis, Website Planning, NPV, IRR, PBP.