

ABSTRACT

Sanique.88 is a boutique store located in Garut Regency, which has been operating for 3 years. Its business has grown by becoming a reseller of several brands such as Deenay, Ridcoll, Mylady hijab, Versus City, and various other brands. In addition to having an offline store, Sanique.88 also utilizes social media to carry out business activities more broadly, such as advertising, selling, and so on. The boutique Sanique.88 wants to improve the sales and marketing process so that Sanique.88 products can be better recognized by the public and sales of Sanique.88 products can be increased.

This study aims to measure the feasibility of Sanique.88 from a financial perspective, the additional facilities in the form of a web-based business system. The financial analysis used is Incremental Analysis in terms of both Cost and Income, which shows the gross and net profit obtained when using the website will be greater than without using the website. The increase in net income does not come from increased sales, but minimizes costs incurred by Sanique.88 in purchasing raw materials and business feasibility analysis such as NPV Analysis shows that the initial capital of IDR 266,955,283 over the next 5 years will be worth IDR 44,519,566 which means it is feasible. . Then, the IRR Analysis shows that the investment made is feasible because $IRR > MARR$, which is $26.7\% > 19.79\%$. PBP Analysis which shows the time period needed to return the website investment is 4.31. Finally, the sensitivity analysis on the raw material variable shows that there should not be an increase of more than 2.00%, the selling price variable shows that there should not be a decrease of more than 1.76%, and the variable sales quantity cannot decrease by more than 2.57%

Keywords: Feasibility Study, Incremental Analysis, NPV, IRR, PBP