

## **ABSTRACT**

*Aimer Clothing is a business engaged in the field of fashion. Aimer Clothing sells clothes that are designed according to the millennial generation. Aimer Clothing has 3 products that will be offered to the market including plain t-shirts with front and back designs, plain t-shirts with back designs, and finally plain t-shirts with front and back designs. The location for the opening of the Aimer Clothing store is located on Jl. Perjuangan Raya, Medan Satria Subdistrict, North Bekasi and targeting the surrounding community, especially students to university students as the target market. In this study, the market aspect was examined by distributing questionnaires to 152 respondents, namely the surrounding community, especially students to university students. This market aspect research aims to determine the size of the available market, the potential market and the target market of Aimer Clothing. The results of the questionnaire distribution show that the percentage of the available market is 91%, the potential market is 86% and for the target market, the company targets 2.0% of the available market. For the technical and financial aspects, secondary data obtained from various sources are used. The results of the feasibility calculation show that the NPV value for the calculation period in this study which is 1-24 months is Rp. 302,626,384, the IRR value is 35.17% and PP occurs in the 2nd month. Because the value of  $NPV > 0$  and  $IRR > MARR$ , then, the opening of a store in the Aimer Clothing business can be said to be feasible.*

**Keywords— [Feasibility Analysis, Opening of Aimer Clothing Stores, NPV, IRR, PP]**