

ABSTRACT

Humblezing is a clothing line business that sells clothing products such as outerwear, shirts, t-shirts, pants and bags. This business has been established since 2010 through online sales. While offline sales began in November 2019 with the first store in Bandung. Based on Humblezing's online sales data, DKI Jakarta has the second highest sales percentage after West Java, which is 23%. Therefore, Humblezing plans to establish a new offline store branch in South Jakarta. So it is necessary to conduct a feasibility analysis to find out if Humblezing established an offline store branch in South Jakarta is feasible or not to run. Feasibility analysis is pay attention to several aspects such as market aspects, technical aspects and financial aspects. Based on the feasibility analysis shows that the NPV value is Rp 185,343,832, the IRR is 38% and the PBP is 3.81 years. Futhermore, sensitivity and risk measurements showed that the Humblezing offline store branch was sensitive to an increase in product costs by 9.31%, an increase in labor costs by 14.07%, a decrease in selling prices by 3.19% and a decrease in demand by 2.33%. Meanwhile, in risk measurement, the largest percentage of risk estimation is obtained, namely market risk of 3%. The design of an integrated system between man, material, facility and information aspects is also explained.

*Keywords— **Feasibility Analysis, NPV, IRR, PBP and Sensitivity Analysis***