

ABSTRACT

Furniture is home appliances such as chairs, tables, and cabinets. ARTI FURNITURE is located in Bojongsoang, Bandung Regency, West Java which is engaged in furniture making services. ARTI FURNITURE has a problem that occurs in the form of lack of product sales so that sales do not reach the sales target. This study aims to provide solutions by designing business feasibility for the opening of product display stores so that product sales meet the target. The steps taken in this study are in the form of planning on market aspects, technical aspects, and financial aspects. Based on the results of the feasibility design calculation, the $NPV > 0$ value was obtained, which was IDR 8,730,552, the $IRR > MARR$ value, namely the IRR value of 15.48% greater than the MARR value of 13.90%, and the PBP value for 4.68 years under the investment age of 5 years. Based on the three feasibility indicators, it can be concluded that the proposed opening of the ARTI FURNITURE display store is feasible.

Keywords — Business Feasibility Design, Market Aspects, Financial Aspects, Technical Aspects, NPV, IRR, PBP.