

## **ABSTRACT**

*Smartphones are internet-enabled telephones that provide Personal Digital Assistant functions such as messaging, calendar, weather forecasting and note-taking applications. iPap.Store is one of the MSMEs that sells several Apple products. iPap.Store has been established since 2019 and sells its products through online stores on Instagram and offline stores located in Bogor City. iPap.Store has an increasing trend of revenue every year. In 2021, the sales target of iPap.Store was not met. This research aims to find a solution so that sales of iPap.Store meet sales targets. The solution obtained is to open an iPap.Store branch store in Depok City. The design that will be carried out is designing the feasibility of adding a new branch iPap.Store. The steps that need to be taken to carry out this design are seen from market planning, technical planning and financial planning. Based on the calculation, the NPV value is IDR 314,174,992, the PP value is 3.73 years, the IRR value is 20,97% and the PI value is 1.15. Based on the four feasibility indicators, it can be said that the opening of an iPap.Store branch in Depok City is feasible.*

**Keywords — Feasibility Design, NPV, PP, IRR, PI**