

## ***ABSTRACT***

Kampoeng Radjoet is a store that sells knitted clothing by offline and online since the end of 2019. However, until now, Kampoeng Radjoet does not have a privately owned offline shop, but so far the Kampoeng Radjoet store is still attached to the Kampoeng Radjoet Binongjati hall in which there are several business activities. As the income of the Kampoeng Radjoet store continues to increase from year to year, the owner of the Kampoeng Radjoet store decided to separate some of these business activities by procuring an offline Kampoeng Radjoet store. Therefore, a feasibility analysis is needed regarding this investment to find out whether the procurement of the Kampoeng Radjoet offline store is feasible or not. Feasibility analysis is carried out on market, technical, and financial aspects. Based on the feasibility calculations, the Net Present Value (NPV) was Rp1,007,906,818, the Internal Rate of Return (IRR) was 28.80%, and the Payback Period (PBP) was 4.24 years. Then after calculating the sensitivity, it is known that the procurement of Kampoeng Radjoet offline stores is sensitive to an increase in the cost of procuring products by 3.74%, a decrease in selling prices by 3.02%, and a decrease in demand by 13.40%. In addition, based on the results of risk calculations, a risk percentage was 10.52%, MARR was 23.57%, NPV was Rp261,888,185 dan PBP was 4.69. Due to the  $NPV > 0$ ,  $IRR > MARR$ , and PBP are smaller than the investment period, the procurement of an offline Kampoeng Radjoet store can be said to be feasible.

***Keyword – Feasibility analysis, NPV, IRR, PBP, Sensitivity Analysis, Risk Analysis***