

ABSTRACT

Zamar Project is an online business operating in the field of Muslim women's fashion which has been established since 2017. The products sold consist of Adult Gamis, Sharia Sets, Adult One Sets, and Children's Gamis. Based on historical sales, demand for Zamar Project products will decline in 2023. This decline is caused by the temporary closure of TiktopShop by the government on October 4 2023, the increasing number of competitors in online businesses and the personal promotional media used did not work well. Therefore, the owner of the Zamar Project decided to expand the market by providing an offline Zamar Project store. So, a business feasibility analysis is needed to find out whether procuring an offline Zamar Project store is feasible or not. Feasibility analysis is carried out on market aspects, technical aspects and financial aspects. Based on feasibility calculations, an NPV value of Rp686.093.087 was obtained, an IRR of 36,2%, a PBP of 3,57 years, and a PI of 1,99. After that, sensitivity calculations are carried out to increases in labor costs, increases in raw material costs, decreases in demand, and decreases in selling prices. The results obtained are that the Zamar Project offline store will be sensitive to an increase in labor costs if the increase is 14,48%, raw material costs will be sensitive to an increase of 44,9%, a decrease in demand will be sensitive to a decrease of 7,94%, and a decrease in selling prices will be sensitive if a 7,94% decline.

Keywords – *Feasibility, IRR, NPV, PBP*