

ABSTRACT

Asharima is a business engaged in the children's clothing industry that was established in 2022 in Bandung, West Java. Asharima offers casual and formal gamis for girls aged 6–12 years. Initially, Asharima marketed its products on consignment with UMAMA Store. However, monthly sales were fluctuating and failed to meet the targets set by the owner, prompting Asharima to plan to open an online store on an e-commerce platform. This study aims to estimate demand, design technical aspects, assess financial viability, and measure the sensitivity level of opening Asharima's online store. The feasibility analysis calculations used the Net Present Value, Payback Period, and Internal Rate of Return methods. Based on the research results, the Net Present Value obtained was IDR 172.395.633, the Payback Period required was 2.88 years, and the Internal Rate of Return was 53.40%. Additionally, the sensitivity analysis results show 43,62% increase in raw material costs, 37,24% increase in labor costs, and 10,22% decrease in selling price. The results of this study indicate that opening an online store for Asharima is feasible and can be considered by the owners of Asharima.

Keyword : *Asharima, Feasibility Analysis, Net Present Value, Payback Period, Internal Rate of Return, Sensitivity Analysis.*