

ABSTRACT

The growth of the creative economy sector, particularly the Muslim fashion industry, shows a positive trend in Indonesia, including in the city of Tasikmalaya. Myza.Ina, a Muslim fashion business that has been operating online, plans to expand by opening an offline store to improve accessibility and customer trust. This study aims to analyze the feasibility of establishing an offline store for Myza.Ina using a business feasibility study approach that covers market aspects, technical aspects, and financial aspects using an incremental method. Demand estimates were obtained through historical data-based forecasting methods and questionnaire distribution. Technical aspects were analyzed through business process design and resource requirement estimates, while financial aspects were evaluated using indicators such as Net Present Value (NPV), Internal Rate of Return (IRR), and Payback Period (PP). The incremental analysis results show that establishing an offline store significantly increases revenue and operational efficiency compared to relying solely on an online store. With a positive NPV, an IRR above the discount rate, and a reasonable Payback Period, it is concluded that the construction of the Myza.Ina offline store in Tasikmalaya City is feasible to be implemented.

Keywords: feasibility study, incremental method, offline store, muslim clothing