

ABSTRACT

Aimey Fashion is a textile and apparel business offering knitted products for women in various modern styles and motifs. Aimey Fashion currently only sells online, through the e-commerce platform Shopee. During its business operations, Aimey Fashion has received several customer complaints due to the lack of product conformity to the original and the inability to try the products directly. Furthermore, this business also has a fairly potential market in Bandung City, allowing Aimey Fashion to expand its business by opening an offline store. This study examines the feasibility of opening an Aimey Fashion offline store from market, technical, and financial aspects. In the market aspect, a time series forecasting method is used to estimate demand in the next five periods, and a market survey is conducted through questionnaire distribution. In the financial analysis, alternative 1, which is online sales, generates a Net Present Value (NPV) of Rp3,430,825,647, with an Internal Rate of Return (IRR) of 91%. Meanwhile, in alternative 2, with the addition of offline store openings, the NPV increased to Rp 3,460,143,375 with an IRR of 88%. The decision was made based on an incremental analysis, which showed an incremental IRR of 32%, greater than the Minimum Acceptable Rate of Return (MARR) of 17.05%. Therefore, alternative 2, with the additional investment in opening offline stores, was the best alternative chosen.

Keywords: Feasibility Analysis, NPV, IRR, PBP, PI, Incremental Analysis