

## ABSTRACT

*Mantikaen is an online shop that has been established since 2016. Mantikaen is a business engaged in fashion line. The products line sold by Mantikaen are bags, scarves and woven fabrics. All products sold by Mantikaen are made from original woven fabrics made and sent directly by weavers from West Nusa Tenggara (NTB). In developing a business that aims to expand the market and increase profits, the owner wants to set up a physical outlet. Out of the various factors that have been considered, Bekasi was chosen as the location for the opening of the Mantikaen outlet, precisely at the Grand Galaxy. Furthermore, the data that has been obtained as a basis for conducting research by conducting market surveys are a 95% potential market aspects, 92% available markets and 0.3% target markets from available markets. The financial aspects that take into account as an income and expenditure in cash flow, loss/profit, balance sheet, investment fund requirements, and calculation of investment feasibility such as Net Present Value (NPV), Internal Rate of Return (IRR), and Payback Period (PBP) with 5 years period. The results of these calculations show that the investment level in NPV is Rp 226,319,514 , the IRR is 37.15%, and the number of years spent until returning to the initial capital or PBP is 3 years 2 months. Due to the results of  $NPV > 0$ ,  $IRR > MARR$ , and  $PBP < Investment\ period$ , the investment opening for Mantikaen outlets is declared feasible.*

*Keywords: Feasibility Analysis, NPV, IRR, PBP, Mantikaen outlets*