

ABSTRACT

Houset is a digital information system startup company in the form of a website engaged in interior design. This company was founded in mid-2021 by being incubated by Bandung Techno Park. This company provides services to the public to be able to design their own homes easily, such as playing games and provide consulting services for room design according to customer wishes.

Building a business is a solution to reduce the unemployment rate. However, it is undeniable that there are big challenges in building a startup. Therefore, the aim of the researcher to make this research is based on wanting to know the level of opportunity for Houset's startup. Thus, being able to increase the success rate and reduce the risk of failure in the Houset startup business. Therefore, researchers need to conduct a business feasibility study so that companies can respond to the big challenges in starting a business.

In business studies research, there are three aspects that need to be analyzed, namely market aspects, technical aspects and financial aspects. Data collection carried out in the market aspect is by distributing questionnaires with a sample size using the Cochran method so as to get a sample size of 385 respondents. In collecting technical aspect data, the researcher used the company's observation method and the financial aspect data was obtained from the company's secondary data.

Based on the analysis conducted, the market aspect of Houset deserves to be stated because it is able to describe the market size, market opportunities and marketing mix of Houset's startup and get a positive response from potential customers. Analysis of the technical aspects carried out by the researcher was also declared feasible because it was able to describe the location of the business office, labor and operational equipment. Analysis of financial aspects by estimating NPV, IRR, PP and PI so as to get an investment analysis for Houset companies. The financial aspect of the house is declared feasible because the NPV is worth

Rp.739.609.045 > 0, the IRR is 57,63% > the interest rate is 9.069%, the PP is 3,92 years < 5 years and the PI is 1,32 > 1.

Suggestions in this study are that Startup Housets should be able to improve their marketing, create innovation and company quality so that they can compete with other companies and increase the chances of the company's survival.

Keywords: *Startup, Business Feasibility Study, Market Aspect, Technical Aspect and Financial Aspect*