

ABSTRACT

Toko XYZ Pants is one of the MSMEs engaged in the clothing sector located on Jl. Kebayanan 3, Dawungan, Masaran District, Sragen Regency, Central Java. This shop offers various types of casual pants, especially for men. The increasing demand and the difficulty of accessing customers is one of the obstacles that the shop owner is experiencing. So the shop owner plans to open a new branch by considering several aspects, such as market aspects, technical aspects, and financial aspects. Based on the design that has been made, the NPV value obtained using MARR of 10.7% is Rp1,221,899,471, the IRR value is 33.14%, and the payback period is 2.87 years. Sensitivity testing shows that the new branch is sensitive to a decrease in product demand and a decrease in selling prices with a sensitivity rate of 15.63%. By considering a risk factor of 18.49%, the NPV value of Rp1,741,423,791, IRR value of 33.14%, and payback period of 2.63 years were obtained. So it can be concluded, the opening of a new branch is considered feasible based on a positive NPV, IRR that exceeds MARR, and a payback period that is within the estimated range.

Keywords— *Feasibility Analysis, Market Aspect, Technical Aspect, Financial Aspect, Sensitivity and Risk Analysis*