

**FEASIBILITY ANALYSIS OF BUSINESS "AMALIA BOUTIQUE"
PT. WARNA WARNI AMALIA AS MUSLIMAH FASHION
IN SOUTH JAKARTA**

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ABSTRACT

Penelitian ini bertujuan untuk mengetahui kelayakan bisnis *fashion* muslimah "Amalia Butik" dengan menganalisis dari beberapa aspek diantaranya aspek hukum, aspek lingkungan, aspek pasar & pemasaran, aspek teknis & teknologi, aspek manajemen dan sumber daya manusia, dan aspek keuangan. Objek penelitian ini adalah "Amalia Butik", merupakan bisnis yang bergerak dibidang *fashion* muslimah. Desain pada penelitian ini adalah penelitian deskriptif dengan menggunakan teknik kualitatif.

Teknik pengumpulan data primer dalam penelitian ini adalah observasi untuk mengetahui lokasi butik dan toko *fashion* muslimah di Jakarta Selatan dan observasi penggunaan hijab di PT. XYZ dan penyebaran kuesioner ditujukan kepada para wanita terhadap ketertarikannya pada *fashion*. Sedangkan untuk Data sekunder yang diperoleh peneliti didapat dari beberapa sumber seperti Biro Pusat Statistik (BPS), buku, laporan, jurnal, dan internet.

Hasil dari analisis studi kelayakan bisnis "Amalia Butik" adalah layak jika dilihat dari keenam aspek. "Amalia Butik" akan didirikan di Mall ITC Kuningan, dengan harga jual produk *shawl* @Rp25.000,- dan pakaian @Rp265.000,- dengan jumlah pekerja total 11 orang (6 orang penjahit dan 5 orang staff). Dari aspek keuangan didapatkan nilai investasi Payback Period (PP) 3,3 tahun, Net Present Value (NPV) Rp445.380,-, Pofitability Index (PI) 2, 5, Internal Rate of Return (IRR) 46%, Accounting Rate of Return (ARR) 134,80%.

Keywords: feasibility study, Payback Period (PP), Net Present Value (NPV), Pofitability Index (PI), Internal Rate of Return (IRR), Accounting Rate of Return (ARR).

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This research aims to determine the feasibility of Muslimah fashion business "Amalia Boutique" by analyzing from several aspects including the legal aspects, environmental aspects, market aspects and marketing, technical and technological aspects, and aspects of human resource management, and financial aspects. Object of this study is "Amalia Boutique", is engaged in the business of fashion Muslimah. The design of this research is a descriptive study using qualitative techniques.

Primary data collection techniques in this study is the observation to determine the location of Muslim fashion boutiques and stores in South Jakarta and the observation of the use of hijab in PT. XYZ and questionnaires addressed to the woman to his interest in fashion. As for the secondary data obtained by researchers obtained from several sources such as the BPS, books, reports, journals, and the internet.

The results of the analysis of the feasibility study "Amalia Boutique" is feasible when viewed from the sixth aspect. "Amalia Boutique" will be established at ITC Kuningan Mall, with the selling price shawl @ IDR25.000,- and clothes @IDR265.000,- the number of workers a total of 11 people (6 tailors and 5 staff). The financial aspects of the investment value obtained Payback Period (PP) 3.3 years, the Net Present Value (NPV) Rp445.380, -, Pofitability Index (PI) 2, 5, Internal Rate of Return (IRR) 46%, Accounting Rate of return (ARR) 134.80%.

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