ABSTRACT

THE ROLE OF BUSINESS FEASIBILITY STUDY IN DEVELOPING BUSINESS PRODUCT (A CASE STUDY AT UNGGUL TAMAN*)*

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Micro, Small, and Medium Enterprises (MSMEs) serve as a vital foundation of Indonesia's economy, contributing significantly to the Gross Domestic Product and employment absorption. The Industry of Textile and Textile Product (TPT) in Indonesia *plays an important role in national economic development. One of the creative industry players in* Makassar, Unggul Taman, *intends to develop its business products through business diversification in the form of a clothing distribution outlet (distro). To ensure success and minimize risks, a business feasibility study was conducted to analyze the viability of this diversification.*

This study employed a qualitative method with a descriptive approach. Primary data were collected through interviews and direct observation of the owner and customers of Unggul Taman, *while secondary data were obtained from document studies such as financial reports and relevant references. The analysis covered five main aspects, namely market and marketing, management, technical and operational, financial, and legal.*

The findings indicate that the distro business has significant market potential, particularly among young consumers, supported by a strategic location and product innovation. All aspects analyzed—market, management, technical, financial, and legal—were deemed feasible to support business development. The financial analysis shows a positive Net Present Value (NPV), an Internal Rate of Return (IRR) above 10%, and a Payback Period of 1.5 years, indicating that the investment is feasible to implement. The main recommendation is to proceed with the planned business diversification. In conclusion, the product development of Unggul Taman is viable based on an in-depth analysis across various aspects. This business feasibility study outlines promising opportunities and potential benefits and is expected to provide tangible advantages for the company.

Keywords: Business Product Development, Distro, Business Feasibility Study.

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