ABSTRACT

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"ISTANA RETAIL ACCESSORIES" RETAIL BUSINESS DEVELOPMENT STRATEGY

(xviii + 134 pages: 44 tables, 15 figures, 3 appendixes)

Domestic Gross Product (GDP) in Indonesia is increasing year after year. The increasing of GDP also means the development of people's standard for living and followed by the improvement of life style and education. People life style can be seen from the appearance of people. Women wear some accessories such as necklace, bracelet, ring, earrings, etc to improve their appearance. "Istana Accessories" as a women accessories wholesale company, felt the increase in retail sales. These situation support Istana Accessories to reach new bussiness field which is retail market. In retail market Istana Accessories can gain more customer and profit and also help to sell any leftover items from Istana Accessories. However to reach a new business field, Istana Accessories must have a proper preparation. Hence, feasibility study is need to be done and after that there will be a strategy formulation for the new company. In the feasibility study, there are six aspect to be analyzed which are market aspect, marketing aspect, technical aspect, management aspect, legal aspect and financial aspect. Based on the feasibility study, the new company will be known as PT. Istana Retail Accessories which is located at ITC Mangga Dua 4th floor block C No. 58 for the store and at Jalan Pangeran Jayakarta 26 No 16B for the office. The result of the investment analysis of the NPV method is Rp 273,956,875, IRR is 34.47% which is greater than the value of MARRf 14.49%. Furthermore, PP method is 3 years 3 months and 2 days. Based on the results of the feasibility study, Istana Retail Accessories is feasible to run and profitable. Next is the strategy formulation with SWOT matrix method. The result of strategy formulation are to open a new store in other shopping mall and places and open company's website. Other strategies are to give training for the Sales Promotion Boys (SPB) and conduct a staff performance review every year. The last strategies are to review critics and suggestions from customer and supply new products into the store every week.

Key Words : Feasibility Study, Feasibility Analysis, SWOT Analysis, Development Strategy, Retail Business

References : 15 (1995-2011)