

Studi kelayakan toko online action figure di Indonesia = Feasibility study of online action figure store in Indonesia / Frans Sunarja

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Abstrak

[ABSTRAK

Tesis ini membahas tentang studi kelayakan toko online action figure di Indonesia. Analisis kelayakan mencakup kondisi politik, ekonomi, sosial, dan teknologi di Indonesia, industri online action figure di Indonesia, aspek umum, pemasaran, operasi, dan finansial.

Hasil dari penelitian ini adalah kelayakan untuk membuka usaha toko online action figure di Indonesia berdasarkan tiga skenario pertumbuhan yaitu pertumbuhan pesimistis, normal, dan optimistis.

Dari analisis NPV yang dilakukan didapatkan hasil positif untuk tiga skenario pertumbuhan. Dengan NPV yang positif disimpulkan bahwa usaha ini layak untuk dijalankan dan durasi payback period berkisar antara 18 hingga 20 bulan.

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ABSTRACT

This thesis discusses the feasibility study of online action figure store in Indonesia. The analysis covers the political, economic, social, and technology condition in Indonesia, online action figure industry in Indonesia, general, marketing, operation, human resource, and financial aspect.

The result of this study describes the feasibility of establishing new online action figure store in Indonesia based on three growth scenarios which are pessimistic, normal, and optimistic growth. From the NPV analysis it can be concluded that this business is feasible and the payback period is within 18 – 20 months.,

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