

## EXECUTIVE SUMMARY

Nowadays, most women love going out wearing nice fashion styles, even when they are pregnant. To meet their needs in appearance I am interested in opening a boutique.

Victoria Boutique is the right place for pregnant women to find suitable clothes, with models and up-to-date designs. Additionally, customers can order clothes based on their needs and desires.

Victoria Boutique is located on the Lower Ground Floor B-3/10, Bandung Trade Centre, Jalan Dr. Djunjunan, Bandung. Therefore, Victoria Boutique can be found easily by customers and on top of that, the boutique has friendly shopkeepers who will welcome and assist the customers. For the customers' orders (clothes ordered by customers based on their needs and desires), they will be handled by Victoria Boutique's designer.

The first target market of Victoria Boutique is the pregnant women with waist circumference from 60 until 120cm. The second target market is non-pregnant women who want to buy maternity clothes and accessories as gifts for pregnant women.

To open the business, Victoria Boutique needs Rp. 20,181,000 as its

initial investment. It has positive cash flow in all months even from the first month. Besides, Victoria Boutique needs approximately three months to reach its payback period. Moreover, the Net Present Value (NVP) that Victoria Boutique has is Rp14,645,750 which proves that this business is feasible to run.