

## **ABSTRACT**

*Online businesses that offer prayer equipment products of mukenas and prayers mats on Instagram have a large market opportunity. Opportunities can be exploited if every aspect of the business have the right strategy. Lavira will take advantage of existing opportunities with analyze the weak in every aspect to maximize the business. This reaserch aim to analyze the business development can generate the profit in the future*

*This reaserch of Business plan used qualitative method with descriptive approach. Collect data throught interview, observation, and literatur review. This Project requires a total funding of Rp.709.256.848,- include Rp.411.767.424 for investment cost and Rp.294.489.424 for working capital cost in the first year. The result of the sensitivity calculation of project funding show a Net Present Value (NPV) of Rp.1.979151.266,-, Internal Rate of Return (IRR) of 93%, Payback Period (PBP) for 16 months, and Net B/C Ratio of 1,36. All result indicated that Lavira project feasible to implement.*

**Keywords:** *business plan, Business analysis, business feasibility, muslim fashion*