

ABSTRACT

Based on importance of regular exercise for a woman to prevent some health effects, it is necessary to existence of some innovations that can help women to maintain her health of physical and spiritual. One of the innovations that is required is the presence of a bra products that suit the needs of women in sports activities with technology accompanied by some health advocates. One of proponent of this technology is a sports bra with a heartbeats detection technology installed in one part of the sports bra which is then transmitted using wireless and legible on an electronic device such as a smartphone types of android

This factory in Indonesia will be very exciting because advancement of medical support technology will continue to growing along with the advance the era of technology.

In terms of raw materials, marketing and the environment, the location of factory will be established in the village Cicadas, Purwakarta, West Java. This place is quite lucrative because of the ease in obtaining raw materials, manpower, factory development, the availability of water and electricity and has a bright prospect marketing.

*Production target on factory sports bra with heartbeats detection technology per year is 1,017,744 pcs / year, with a material requiring 159 120 meters / year
Break Even Point (BEP)% 50.94% 10.18% Shut Down Point and Pay Out Time (POT) 3.19 years*

And based on calculations and supporting data above, factory is declared eligible to stand

Keyword:sport bra, detector,heartbeats.