

## **ABSTRACT**

*Quelita store is a store whose name is taken from the name of the owner as well as the word in the English language quality. Shop Quelita menjulan wet cake and cookies . Until this study done do this pastry shop to sell online and through word of mouth with a booking system delivered to the address indicated or taken on the home owner. The decrease in revenues that occurred over several years make the owner decided they wanted to open a pastry shop offline in Depok area. This research was conducted by analyzing the market aspects, the technical aspects and financial aspects.*

*Data used in this study come from Spread questionnaires, interviews and field surveys. After obtaining the data and then processing data with various aspects. Based on processing data aspects of the market it is known that 79% are willing to buy cookies and 91% interested in buying a wet cake. As well as 79% of respondents agreed to buying cookies and 89% of respondents agreed to buy a wet cake. The technical aspects identify summary of funding requirement is based on the value of investments and working capital. Funding requiremnet of open cookies and cake shop in Depok is Rp3,361,255,482.*

*In this study, also conducted financial aspects to find the value of NPV, IRR and PBP. NPV obtained in this study amounted to Rp. 3,386,324,428. In this research also obtained an IRR of 21:37%. PBP value obtained from this research is for 3,456 years. Based on the values of NPV, IRR and PBP then analyzes the feasibility of opening the store Quelita margona Depok area is feasible*

**Keyword: Feasibility Analysis, NPV, IRR, PBP, Toko Kue Quelita**