

ABSTRACT

Mr Popo fried potatoes is a business in the field of culinary with the concept of street food that sells product of potato with fried potatoes as the main menu. Fried potatoes is practice snack and interesting. So the owner want to make innovation about fried potatoes during this time had been.

In this research, to gain information regarding market aspect, the researcher distributed questionnaire to 270 respondents who reside in Bandung in the range age of 15-24 years old was used to determine the amount of potential market, available market, and target market. Meanwhile, secondary data that was obtained from various sources were used to examine the technical and financial aspect. The result show amount of the potential market is 97.41%, the available market is 85.55%, and for the target market, the company is targeting 3% of available market.

This financial calculation result showed that the NPV within the period of 2017-2021 was as much as Rp 53,155,268.00, with IRR percentage of 97.15% and PBP of 0.967 year. The acquired IRR was bigger than the MARR value which was 20% and the NPV was positive. Due to this parameter, it can be concluded that the opening of Mr Popo fried potatoes outlet in Bandung was deemed feasible.

Key words: Mr Popo fried potatoes outlet, feasibility analysis, NPV, IRR, PBP