

ABSTRACT

Culinary business Reggae House is a caterer which is located in the Yayasan Pendidikan Telkom. This catering sell a variety of traditional dishes typical of Indonesia. An increase in average sales per year ranged from 10.3%-11.7% on 1 (one) last year on a business trip this culinary, the data indicates that the level of bookings tend to be stable even in certain months of decline. Various means have been taken by the culinary business management Reggae House to back up sales because factually the number of students in the area of Education, Telkom is a pretty rapid growth from year to year. After the collection and processing of data in the area of education questionnaires in Telkom, noted that the percentage of potential market amounted to 83.9%, 81.9% of available market of potential market and target markets accounted for 55.7% of the available market. As for the financial aspect of data processing, such as the needs of the investment fund, estimates of revenues, operating expenses, cashflow and balance sheet which is used to calculate the investment, such as the Pay Back Period (PBP), the Net Present Value (NPV) and Internal Rate of Return (IRR) with a defined period for financial projections is 3 years.

The calculation of the Pay Back Period (PBP), the Net Present Value (NPV) and Internal Rate of Return (IRR) is conducted to determine the appropriateness of the level of investment grade. Results of calculation of the value of the investment level i.e. NPV = Rp 66.810.406,65, IRR = 42% and PBP = 2,479 years. Culinary business Reggae House is declared unfit because of the value of the IRR obtained is greater than the value of MARR and NPV positive value.

Keywords: Feasibility Analysis, NPV, IRR, PBP, Reggae House