

## **ABSTRACT**

*Restaurant of “Ayam Madu SiBangkong” is restaurant with main menu honey chicken, where the location in the area of Education Telkom. Growth income of “Ayam Madu SiBangkong” during 2010-2012 have been increasing. The main consumer of “Ayam Madu SiBangkong” is a student where the location in the area of Education Telkom. At one semester, students have holiday and cause a decrease to demand of “Ayam Madu SiBangkong”. Because of the decrease demand, the owner want to expand the target market and increase annual revenue with opening new branches to the market in the city of Bandung. Survey and data collection are needed to determine location new branch of “Ayam Madu SiBangkong” in Bandung. After the collecting and processing data, can be founded a new area for opening a new branch is at Bojongloa Kaler sub-district with presentation by 100% of the potential market, available market amounted to 64.07% of the potential market and the target market for 10% of the available market.*

*As for the spending in the financial aspects, such as requirement for investment budget, revenues estimation, operating cost, income state, cash flow and balance sheet are used to calculate the investment, such as the Pay Back Period (PBP), Net Present Value (NPV) and Internal Rate of Return (IRR) with a time period is set financial projections for 5 years.*

*Calculation of Pay Back Period (PBP), Net Present Value (NPV) and Internal Rate of Return (IRR) was conducted to determine the feasibility of investment level value. The results from the calculation of investment level that is: NPV = Rp 43,709,378.59, IRR = 37.93% and PBP = 3,142 years. The location for new branch of “Ayam Madu SiBangkong” was declared feasible because the IRR is greater than MARR value and NPV value is positive.*

*Keyword : Feasibility Analys, NPV, IRR, PBP, Restaurant of “Ayam Madu SiBangkong”.*