

ABSTRACT

TakoYuk takoyaki is a business in the field of culinary with the concept of street food that sells flour-based product with takoyaki as the main menu. Takoyaki is a typical Japanese snack that much-loved in Indonesia. So the owner want to make innovation about takoyaki during this time had been.

In this research, to gain information regarding market aspect, the researcher distributed questionnaire to 100 respondents who reside in South Tangerang City who have status as student and college student 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 94%, the available market is 86%, and for the target market, the company is targeting 4% of available market.

This financial calculation result showed that the NPV within the period of 2018-2022 was as much as Rp 39,654,910.00, with IRR percentage of 36.35% and PBP of 1.569 year. The acquired IRR was bigger than the MARR value which was 9% and the NPV was positive. Due to this parameter, it can be concluded that the opening of TakoYuk takoyaki outlet in South Tangerang City was deemed feasible.

Key words: TakoYuk takoyaki outlet, feasibility analysis, NPV, IRR, PBP