

ABSTRACT

Kedai Ayam Beringas is a recently cultivated culinary business that offered various chicken product served with Indonesian traditional sauce using the concept of modern diner. The products of Kedai Ayam Beringas consist of ayam geprek, satai taichan and rice bowl. The location of Kedai Ayam Beringas is located in Telkom University's campus area and targets Telkom University's students as their target market.

In this study, the market aspect was researched by distributing questionnaires to 270 respondents which is college students of Telkom University. This market aspect research aims to know the size of potential market, available market and target market of Kedai Ayam Beringas. The results of the questionnaire distribution show the percentage of potential market potential that is 97%, the market is available for 96% and for the target market, the company targets 3% of the market is available.

For the technical and financial aspect, it used secondary data obtained from various sources. The result of feasibility calculation shows that the value of NPV for the calculation period in this research is 1-24 months is Rp12.973.594, IRR value is 15% and PP occurs in the 6th month. Because the value of $NPV > 0$ and $IRR > MARR$, then, the opening of a Kedai Ayam Beringas restaurant is feasible.

Key words: feasibility analysis, Kedai Ayam Beringas restaurant, NPV, IRR, PBP.