

ABSTRACT

Ngorea Bistro is one type of cafe that offers various types of foods and beverages menu typical of Korea. The revenue growth of Ngorea Bistro has increased from 2015 to 2016, due to the increase in sales, the owner wants to expand the target market and increase its annual profit by establishing a branch that will be located in Buah Batu Street Lengkong Sub-district. Surveys and data collection are needed in determining potential market, available market then target market of Ngorea Bistro branch. After collecting and processing data, obtained a percentage of the potential market for Ngorea Bistro branch of 83%, the percentage for the available market of 81%. Conducted discussions with café owner to determine the percentage of target market and the ability of the cafe to meet demand after knowing the percentage of potential market and available market. Considerable percentage of the target market that can be taken by Ngorea Bistro branch is 3% of the available market that is equal to 14911 consumers for every year with the number of consumers every day by 43 consumers.

The expenses that exist in the financial aspects, such as the need for investment funds, revenue estimates, operational costs, income state, cashflow and balance sheet used to calculate investments, such as Payback Period (PBP), Net Present Value (NPV) dan Internal Rate of Return (IRR) With the period of the period set for the financial projection is 5 years.

Payback Period (PBP), Net Present Value (NPV) and Internal Rate of Return (IRR) calculations are performed to determine the feasibility of the investment grade. The result of the calculation for the value of investment is NPV of Rp115.880.680, IRR of 22,61% and PBP for 2,547 years or 2 years and 7 months. The establishment of Ngorea Bistro branch is declared viable because the value of IRR that obtained is greater than the value of MARR and the value of NPV is positive.

Keywords: Feasibility Analysis, NPV, IRR, PBP, Ngorea Bistro.