

ABSTRACT

Donat Madu Cihanjuang Cikajang is a culinary business with Open Kitchen concept, fresh products every day. Donat Madu Cihanjuang opened its first outlet on Jl. Cihanjuang No. 158A Cimahi, West Java and it increased sales every year and more with the cooperation of the branch owners of outlets. Seeing the fact, prospective owners of outlets want to open a branch of Donut Madu Cihanjuang on a new strategic location and selected Cikajang as the opening location of a new branch Donut Madu Cihanjuang. In this study the market aspect was obtained by spreading questionnaires to 312 respondents residing in Garut sub-districts aged 15-40 years to know how many potential markets, available markets, and target markets. As for the technical and financial aspects used secondary data obtained from various sources. The results of questionnaires spread indicate the percentage of potential market is 83%, the available market is 95.77%, and for the target market the company targets 5% of the available market. The results of financial calculations indicate that the NPV value for the period 2018-2022 is Rp1,057,161,479, - the percentage of IRR of 66.43%, and PBP 1.221 years. The IRR obtained is greater than the MARR value of 15% and the NPV is positive. From these parameters, the opening of shop branch of Donat Madu Cihanjuang Cikajang can be said to be feasible.