

ABSTRACT

Kitchen WeeBee Brownies is one of the business startup making a cake brownies-scale home-based in the Falkirk area since the year 2015. The sale of brownie from 2017 to 2018 has decreased so that the Kitchen WeeBee Brownies are you planning to open an online store and open new branches in areas of the City. With the plan done, the necessary feasibility analysis that aims to determine the feasibility of the Kitchen WeeBee Brownies with open an online store and a new branch that will be reviewed based on the aspects of market, technical, and financial. Aspects of the analysis of the market used to measure the market demand for the establishment of new branches. Based on the data processing aspects of the market that 81% are interested to buy brownies wet and 69% are interested to buy dry brownie. The technical aspect aims at estimating the needs of the total fund based on the investment and working capital. The fund needs to open an online store and a new branch Kitchen WeeBee Brownies Rp 233.368.104. The financial aspect is made to do a feasibility analysis based on NPV, IRR, and PBP. Based on the data processing NPV, IRR, and PBP was found that the opening of the online stores and the opening of a new branch Kitchen WeeBee Brownies worth. A sensitivity analysis to see the factors that most impact on the business of the Kitchen WeeBee Brownies. The results of the sensitivity analysis show that the factors that most impact is increasing labor costs by 3% and sensitive to labor costs. In addition risk analysis is also used in conducting the feasibility analysis. The results of the risk analysis of the business Kitchen WeeBee Brownie feasible because the value of NPV rate $17,25\% > \text{MARR rate of } 10,25\%$.

Keywords: Feasibility Analysis, Sensitivity Analysis, Risk Analysis, Kitchen WeeBee Brownies