

## ABSTRACT

*Dapur ID is an online shop that sale Manado traditional culinary that has been established since 2017. The culinary products sold by Dapur ID are sambal roa, cakalang rendang, potato chips roa, cassava chips roa, fried onion cakalang, cakalang noodle, and cakalang fried rice. and woven fabrics. All products sold by Dapur ID are made from original manado fishes such as roa and skipjack. In developing a business that aims to expand the market and increase profits, the owner wants to set up a physical outlet. Out of the various factors that have been considered, South Jakarta was chosen as the location for the opening of the Dapur ID outlet, precisely at the Pancoran Riverside Apartment. Furthermore, the data that has been obtained as a basis for conducting research by conducting market surveys are a 96% potential market aspects, 94% available markets and 0.254% target markets from available markets. The financial aspects that take into account as an income and expenditure in cash flow, loss / profit, balance sheet, investment fund requirements, and calculation of investment feasibility such as Net Present Value (NPV), Internal Rate of Return (IRR), and Payback Period (PBP) with 5 years period. The results of these calculations show that the investment level in NPV is Rp 575.046.121 , the IRR is 40%, and the number of years spent until returning to the initial capital or PBP is 3 years 5 months. Due to the results of  $NPV > 0$ ,  $IRR > MARR$ , and  $PBP < Investment\ period$ , the investment opening for Dapur ID outlets is declared feasible.*

*Keywords: Feasibility Analysis, NPV, IRR, PBP, Dapur ID outlets*