

## **ABSTRACT**

*Fish and Cheaps Food Outlets as processed food outlets made from fish and potatoes combined with a variety of sauce variants. is a form of individual business entity that will be upgraded to Micro Small Business, and choose the initial pilot in the area of Telkom University Bandung. Bandung with various culinary city designations, student cities with a high number of students, is the main attraction for a food business opportunity, in addition to the beautiful and spacious campus environment such as on Telkom University.*

*Descriptive study with study Analysis of feasibility study of Fish and Cheaps food outlets took a sample of 100 respondents from Telkom University Bandung students to find out potential markets, available markets, and target markets for Fish and Cheaps food outlets.*

*Data from the questionnaire distribution shows a potential market of 89% and an available market of 96%. Of the two percentages, Fish and Cheaps outlets target as many as 50 products per day, these figures are obtained from interviews with food outlets located in locations chosen to be the target market. After conducting a feasibility analysis study for the establishment of Fish and Cheaps outlets, the results show that this business is feasible to run. This is based on the NPV, PBP, and IRR values obtained. Based on the NPV value, the business is declared feasible after the NPV obtained is Rp. 207,756,403, - the value is more than 0. Then based on the PBP value the investment will return in the 2nd year to 4th month period. the IRR value of 50.6% exceeds the specified MARR of 9.95%. The three investment criteria indicate that the Fish and Cheaps store business is declared feasible to run.*

**Keywords: Fish and Cheaps, Feasibility Analysis, NPV, PBP, IRR**