

## **ABSTRACT**

*PT X is a company that provides a marketplace for catering companies in marketing their products to consumers. PT X also provides a platform in the form of a website that is used for catering owners to introduce their products to consumers. In addition, PT X also provides services to find consumers for catering owners who need consumers. The entities incorporated in PT X include consumers, and catering owners. In other words, PT X makes it easier for catering and consumers to search catering that fits the criteria desired by consumers.*

*As this new business idea the author conducts research on how the modelling system and feasibility analysis of this business is viewed from the aspects of the market, technical aspects, and financial aspects. As well as sensitivity analysis for several variables associated with this study. Based on the research conducted, the value of NPV (Net Present Value) is Rp. 80,545.003, the IRR (Interest Rate Return) is 16.11%, and PBP (Payback Period) is 4 years 9 months. Based on the value of NPV (Net Present Value) obtained is positive and the IRR (Return Interest Rate) exceeds the MARR (Attractive Minimum Return Rate) which has a value of 9.95%, which can be concluded as a feasible business to run. The result of the sensitivity analysis is that this business is very sensitive to changes in income, which is caused by the number of catering orders that do not reach the target.*

*Keywords: Modelling system PT X, Feasibility Analysis, NPV, IRR, PBP*