

ABSTRACT

One of the new businesses in the city of Surakarta that serves Padang cuisine is the Padang ABC Cuisine Restaurant, where the business has increased sales every year, especially on the rendang menu. Business owners want to develop their business by making rendang packaging products with 5 spicy level variants. Therefore, an analysis of the feasibility of developing a rendang packaging business in RM. ABC Padang Cuisine.

This research was conducted from August to June 2019 with primary (observation, interviews, questionnaire distribution) and secondary data collection techniques (reviewing theory and previous research and websites). The methods used in this study are market aspects, technical aspects and financial aspects with business feasibility analysis named Payback Period (PP), Net Present Value (NPV), Internal Rate of Return (IRR) and Benefit Cost Ratio (BCR), Sensitivity Analysis and risk.

In the market aspect, business development has a high level of consumer interest and the number of demand increases every year with a potential market percentage of 83%, an available market of 81% and a target market of 1%. In the technical aspect, the business that will be run is supported by adequate facilities and infrastructure so it will be able to meet demand. In the financial aspect, viable businesses are run using 100% of their own capital with a Payback Period (PP) for 4 years 3 months, Net Present Value (NPV) of Rp. 87.592.543,-, Internal Rate of Return (IRR) of 29,91% and Benefit Cost Ratio (BCR) of 1.149 with a risk level of 5.53%.

Keywords - Rendang Kemasan, Investment Feasibility Study, Risk Analysis, Sensitivity Analysis