

ABSTRACT

Rumah Makan Yakane is a recently cultivated culinary business that offered various chicken product served with oriental sauce using the concept of modern dinner. The products of Rumah Makan Yakane consist of Chicken Katsu, Chicken Kungpao dan Chicken Karage. The location of Rumah Makan Yakane is located in Telkom University's campus area and targets Telkom University's students as their target market. In this study, the market aspect was researched by distributing questionnaires to 270 respondents which is college students of Telkom University. This market aspect research aims to know the size of potential market, available market and target market of Rumah Makan Yakane. The results of the questionnaire distribution show the percentage of potential market available that is 97%, the market is potential for 96% and for the target market, the company targets 0,7% of the market is available. For the technical and financial aspect, it used secondary data obtained from various sources. The result of feasibility calculation shows that the value of NPV for the calculation period in this research is 1-24 months is Rp. 5.460.299, IRR value is 32% and PP occurs in the 8th month. Because the value of $NPV > 0$ and $IRR > MARR$, then, the opening of a Rumah Makan Yakane is feasible.

Key words: feasibility analysis, Rumah Makan Yakane, NPV, IRR, PBP