

## **ABSTRACT**

Anggala Catering is a wedding service and catering service company. Catering Anggala has been active since 2020, starting with providing lunch for employees (Office & Industry) and catering services (for training / seminars, wedding parties and other celebrations both at home and in the Building). The catering market of Anggala is located in Antapani, Bandung and has a target of all the people who want catering services. In this study 100 questionnaires were distributed to respondents who lived in the city of Bandung to see aspects of the market. The potential market percentage for Box Catering is 86%, Buffet A Catering is 81%, Buffet B Catering is 92%, and Buffet C Catering is 95% and the available market Catering Box is 80%, Buffet A Catering is 72%, Buffet Catering B 85%, and Buffet C Catering is 82% of the total population of regular employee for 685159 people. Analysis of technical aspects is carried out to see expenses and revenues from business expansion in the 5 periods. The results of the calculation of the financial aspects show that the investment feasibility has a Net Present Value of Rp 1,249,757,941.70. Payback period for 3 years and 3 months, and IRR of 40%.

Keywords: Feasibility Analysis, Catering, Branch Expansion, NPV, IRR, PBP