

## **ABSTRACT**

Kedai Kinetik is a business that is engaged in culinary, especially beverages with coffee-based and non-coffee-based raw materials. Kedai Kinetik was first established in 2015 by opening its first outlet in Tangerang and has increased every month. Seeing the results of these revenues, the owner of Kedai Kinetik wants to expand and develop its business in a new location. After doing research, choose Jl Ir. Juanda Kota Tangerang as the location for opening a new branch of Kedai Kinetik.

In this study, aspects carried out in analyzing market aspects is by distributing questionnaires to 100 respondents in the city of Tangerang. Target respondents were men and women aged 18 to 25 years. Technical data and financial aspect data are used based on secondary data that can be obtained from various sources. The results of the distribution of the questionnaire showed that the percentage of potential Kinetic Store was 88%, the market was available 82%, and also the target market of Kedai Kinetic was 0.4%.

The calculation results of the financial aspects show that the NPV value for the period 2021-2025 is Rp. 336,274,714, IRR percentage of 56%, and also PBP of 2.12 years. IRR obtained by this Kinetic Store exceeds the value of MARR which is 13.74%. From the results of this calculation, the opening of a new branch of the kinetic shop can be said to be feasible to run.

**Keyword:** Kedai Kinetik, Feasibility Analysis, NPV, IRR, PBP.