

ABSTRACT

Patria Donuts is one of the startup businesses home-scale donut making located at Jalan Raya Cibereum No. 80, Bandung and established in early 2018. Donuts Patria produce donuts in accordance with the number of orders from distributors and only in accordance with the desire to generate sales for end buyers. Location that is difficult to reach by the customer makes this business unpopular. Seeing this fact, the owner of Donat Patria wants to expand his business by opening a cafe in a more strategic location, namely in Jalan Lombok, Bandung as the location of Cafe Doria. By opening this cafe, open a Donat Patria business to do product planning independently. The market is conducted by spreading questionnaires to 100 respondents in Bandung from different districts. The targeted respondents are respondents from 15-39 years. The results of the questionnaire distribution showed a potential market of 86%, 98% available market, and for the target market the company aimed at 0.8% of the available market. Meanwhile technical aspects and financial aspects are used based on secondary data from various sources. The financial calculation obtained from the NVP value for the period 2020-2024 are Rp 229.258.502,00, the IRR percentage is 26,69%, and PBP is 4 years and 4 months. IRR obtained is greater than the MARR value of 9.95% and NVP is positive. From these parameters, the opening of the Doria Cafe on Jalan Lombok, Bandung was feasible.

Keywords: Feasibility Analysis, NPV, IRR, PBP, Doria Cafe