

ABSTRACT

Saciku Chicken Wings is one of the businesses engaged in culinary located in Surakarta. Saciku Chicken Wings sells products in the form of chicken covered with sauce and then eaten with mashed potatoes. The Saciku Chicken Wings service system can be done online and offline. To service the online system with website as media in making easier for customers to order. The business segment of Saciku Chicken Wings is people of Surakarta in the age range of 15 years to 59 years. In an effort to open a business Saciku Chicken Wings research studies need to be done to ensure that the opening of this business is feasible and can be implemented. Therefore, researchers conducted a feasibility study on the Saciku Chicken Wings business based on aspects of the market, technical and operational aspects, financial aspects, deasibility analysis, and conducted an analysis of sensitivity. Analysis of questionnaires, the result of which are used to determine potential markets, available markets, and target markets. Furthermore, an analysis of the technical aspects was carried out to determine the amount of expenditure and income obtained by the Saciku Chicken Wings business in the next 5 years. Finansial aspects to calculate the business feasibility of the Saciku Chicken Wings business. Based on the calculation, the results obtained that the business is feasible to run, it is based on investement criteria, namely NPV, IRRm and PBP. Based on the NPV value this business is feasible because the NPV value of Rp. 241.776.735 is greater than 0. The value of IRR (38.28%) is greater than MARR (11.5%), and the PBP of investment will return in the 3rd year 2 month period. So based on the investement criteria, Saciku Chicken Wings business is feasible.

Keywords: Feasibility Study, Online Business, NPV, IRR, PBP