

ABSTRACT

Kedai Om Boed is one of the businesses engaged in the culinary field that sells several types of drinks such as coffee and non-coffee, as well as some snacks. The business owner opened his first offline store business in North Jakarta, precisely in the Tanjung Priuk area. Based on the results of interviews with the business owner of Kedai Om Boed, Mr. Budy as the business owner wants to expand his business by opening a new offline store branch in Bandung, precisely in Bandung Regency, Dayeuhkolot sub-district. In this study, the market aspect was obtained from distributing questionnaires to 100 respondents at Telkom University which was divided into 7 faculties. Obtained by 88.5% of the potential market, 89% of the available market, and the company targets 0.8% of the target market from the available market. Analysis of technical and operational aspects is carried out to determine expenses and income during the business run. The calculation results on the financial aspect show that the NPV value is Rp. 20.740.592, the IRR is 12%, and the PBP is 4.6 years. This business is feasible to run because the value of $IRR > MARR$ is 4,28%. In this study, there are several sensitivity limits to the increase in raw material costs, increase in labor costs, decrease in demand, and decrease in sales prices. In addition, there are also risks from each aspect that have their respective weights and are calculated at 4.31% of risks that may occur during the course of this business.

Keywords— feasibility analysis, NPV, IRR, PBP, MARR