

ABSTRACT

Sempol Ayam Crispy Maw.Ih outlet is a business engaged in the culinary field that will be opened in the city of Bandung using a take away service system. Sempol Ayam Crispy is a kind of fried food with an oval shape and skewered using a skewer, made from tapioca flour and chicken and covered with egg and breadcrumbs. Sempol Ayam Crispy consists of two flavors, original and spicy, served with several variants of sauce, namely chili sauce, tomato sauce, cheese sauce, barbecue sauce, mayonnaise sauce and mozzarella cheese topping.

In this study, the market aspect was examined by distributing questionnaires to 100 respondents who were residents of the city of Bandung with an age range of 15-64 years. This market aspect research aims to determine the potential market, the available market, and the target market of Sempol Chicken Crispy Maw.Ih. The results of the distribution of this questionnaire show that the percentage of the number of potential markets is 94%, the available market is 90%, and for the target market, Sempol Ayam Crispy Maw.Ih sets a target of 0,4% of the available market. For the technical and financial aspects, secondary data is used. obtained from several sources.

The results of the projected feasibility calculation for five years show that the MARR percentage is 13%, the Net Present Value (NPV) is Rp123.256.159, the Internal Rate of Return (IRR) is 59%, and the Pay Back Period (PBP) is 1 year. 9 months. Due to the $NPV > 0$, the $IRR > MARR$, and the PBP is not greater than the financial projection period, the opening of the Sempol Chicken Crispy Maw.Ih outlet is feasible. Based on the results of the sensitivity analysis to the increase in the cost of raw materials, the interpolation value was obtained by 30,9%, while the sensitivity to the decrease in the selling price of the product obtained an interpolation value of 10,7%.

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