

ABSTRACT

Every living thing has a need to survive, especially humans. One of the necessities for human survival is food. If not met then it is likely to survive. There are various kinds of foods that can be consumed from meat, fruits, vegetables, and others. The foodstuffs that most Indonesian people choose are animal meat, especially beef and chicken. consumption of chicken meat is always far superior to the consumption of beef. This shows that Indonesian people often consume chicken meat for their daily meals. By looking at these conditions, many see opportunities and make the food business a promising business idea for now. In Indonesia, many culinary businesses provide chicken as one of their menus, even places with well-known brands also provide chicken meals as part of their menu. So from that reason, the owner of Mas Ayam is interested in making a chicken culinary business that is carried out by Mas Ayam. Mas Ayam is a business engaged in the culinary field that sells creamy fried chicken products served with chili sauce, vegetables, and fried food. Mas Ayam was established at Villa Bintaro Indah Blok E 6 No.5 Kiosk No.2. Bintaro, South Tangerang. The kiosk has a length of 4.5 meters and a width of 3 meters, because the condition of the kiosk is small so it is not possible to dine in, so a take away service and delivery system is carried out. The delivery process is carried out by collaborating with online motorcycle taxis. Mas Ayam is a new business that will open so it has problems whether the opening of a Mas Ayam kiosk in Bintaro is feasible or not, it is necessary to do an analysis to find out whether this business is feasible or not. The results of the analysis will then be an illustration of Mas Ayam's prospects in the future. This research examines market, technical, and financial aspects. The steps taken in the market aspect are looking for questionnaire data. After making a questionnaire, then testing the validity and reliability of the questionnaire. After being valid and reliable, the questionnaire was distributed to 100 respondents, namely residents of South Tangerang. The purpose of the market aspect research is to find out the potential market, available market and target market of Mas Ayam. The results obtained from distributing questionnaires are for 96% potential market, 97% available market, and target market targeting 1.5% of available market. On the technical aspect, identify the products sold to find out the raw materials needed, operational equipment, and direct labor. The data was obtained from direct observation to Mas Ayam's kiosk. The next stage is the financial aspect which aims to identify cost estimation data in the form of investment, operational costs, direct costs, indirect costs, funding requirements, product selling prices, estimated income, profit and loss, cash flow estimates, and balance sheets. After calculating the financial aspect, the next step is to take into account the sensitivity analysis. In this study calculate the Net Present Value (NPV), Internal Rate of Return (IRR), Payback Period (PBP), and calculate the increase in raw material costs and labor costs. The search results for the next five years, where the results obtained are MARR 10%, Net Present Value (NPV) Rp. 24,243,371, Internal Rate of Return (IRR) 23%, and Payback Period (PBP) 2.93 years. Due to $NPV > 0$, $IRR > MARR$, and PBP is not greater than the period of the financial statements, the opening of a Mas Ayam kiosk is feasible. Based on the sensitivity analysis to the increase in the cost of raw materials, the interpolation value is 12%, decrease of selling value is 12%, and the increase in direct labor costs is obtained by the interpolation value of 9%.

Keywords: Mas Ayam, Feasibility Analysis, NPV, IRR, PBP