

ABSTRACT

DM Rice Bowl is a Micro, Small and Medium Enterprise that was established in early 2021 in Semarang City. This business is engaged in the culinary field by selling rice bowls with various choices of sauces. So far, DM Rice Bowl has only sold products online with a pre-order system. Since technology is developing very rapidly, there are many benefits that can be taken, especially for business people in promoting and selling products. However, selling products through offline stores remains very important in increasing consumer confidence and can also increase product sales.

In this study, the market aspect was examined by distributing questionnaires to 100 respondents who were residents of the city of Semarang. This market aspect research aims to determine the potential market, available market, and target market. The results of this questionnaire show that the potential market for DM Rice Bowl is 95%, the available market is 91%. And for the target market, DM Rice Bowl set a target of 1.9% of the available market. For the technical and financial aspects, secondary data was used which was obtained from several sources.

The calculation of the feasibility is projected for five years. The results of the feasibility calculation obtained MARR of 11.03%, NPV (Net Present Value) of Rp 83,976,473.35, the percentage of IRR (Internal Rate of Return) of 88,13%, and PBP (Payback Period) for 0.52 years. Due to $NPV > 0$, $IRR > MARR$, and PBP is not more than five years, the DM Rice Bowl offline store opening is declared feasible. Based on the results of the sensitivity analysis to the increase in raw materials, the interpolation value is 97,36%, while the sensitivity to the decrease in demand is obtained the interpolation value is 81,27%.

Keywords — DM Rice Bowl, Feasibility Analysis, Payback Period (PP), Net Present Value (NPV), Internal Rate of Value (IRR).