

## **ABSTRACT**

*Fusama Food Station is a canteen business located in the female and male dormitory area at Telkom University in Bandung, West Java. This culinary business has been established in August 2017. The products offered include the main menu, namely Nasi Ayam Geprek (with flavor variants for the traditional, namely sambal mercon level 1-5, sambal matah, chili leaf lime, while for the contemporary flavor variants including Barbeque, Mozarella and Hot Spicy), and Ramen Noodles (cheese and spicy flavor variants). As well as the main drinks offered are Thaita and Greentea. The culinary business business from its inception until the end of 2019 had a stable income, but at the beginning of 2020, the beginning of this culinary business experienced a continuous decline in income every month. This is because this culinary business is only located in a dormitory environment so that the reach of consumers is limited, plus the current situation makes the business unable to operate due to COVID-19. So that the business does not have any more income every month until now. Therefore, this culinary business requires a business plan design so that it can increase its opinion on the Fusama Food Station culinary business. Namely by opening a new branch with the feel of a Cafe, With the existing potential market, the culinary business requires a feasibility analysis of the market aspect, technical aspect and financial aspect which for calculating profits in a period is to look for Net Present Value (NPV), Internal Rate of Return (IRR), and Payback Period (PBP) to find out whether it is feasible or not.*

*Keywords = Business Feasibility Analysis, Net Present Value (NPV), Internal Rate of Return (IRR), and Payback Period (PBP).*