

ABSTRACT

Ayam Geprek J'nong is a culinary business that offers processed chicken with traditional Indonesian chili sauce, located in Bumi Panyileukan, Bandung City. Ayam Geprek J'nong has been established since 2020. So far, Ayam Geprek J'nong has only sold products online through WhatsApp. With the rapid development of technology, there are many benefits that can be taken, especially for business actors in promoting and selling products. However, selling products through offline outlets is still very important in increasing product sales.

In this study, the market aspect was carried out by distributing questionnaires to 100 respondents in Bandung City, with the target market range of 15-50 years old. From the results of the questionnaire, a potential market was obtained at 84%, an available market of 86%, and a target market of 0.2% of the available market for Ayam Geprek J'nong. For the technical and financial aspects, secondary data were obtained from several sources.

The feasibility calculation was projected for five years. The results showed a MARR of 14.23%, a NPV value of Rp 147,587.822, an IRR percentage of 99%, and a PP of 3.18 years. Therefore, it can be concluded whether the opening of an Ayam Geprek J'nong outlet can be considered feasible.

Keywords: Ayam Geprek J'nong, Feasibility analysis, Net Present Value (NPV), Internal Rate of Return (IRR), Payback Period (PP), MARR