ABSTRACT

Chipotatoes is an MSME operating in the culinary industry. This business is a new business and is still in the development stage which was established on September 26, 2022. During the sales period, Chipotatoes faced a problem that the revenue generated did not reach the target that had been set. To overcome these problems, Chipotatoes can take advantage of the opening of outlets that can support the achievement of the company's production targets. Therefore, business design and feasibility to open outlets are carried out, where every year Chipotatoes will open outlet branches as a strategy in increasing revenue according to the target that has been set. Eligibility calculations are carried out only for central outlets, branch outlets 1 and branch outlets 2. The location for the Chipotatoes central outlet on Jl. Telekomunikasi District, Dayeuhkolot District, for branch outlet 1 on Jl. Kujang, Baleendah District and branch 2 outlet on Jl. Cikoneng, Bojongsoang District. The central store will be established in 2024, while outlet 1 will be established in 2025 and branch outlet 2 will be established in 2026. Based on the results of the feasibility calculation, for the central outlet, the NPV value was Rp.94,775,569, PBP of 1.51 and IRR of 64.98%. Then for branch 1 outlets, the NPV value was Rp83,166,625, PBP of 1.39 and IRR of 69.17%. And for branch 2 outlets, an NPV value of Rp47,709,050 was obtained, PBP was 1.55 and IRR was 52.29%. The sensitivity calculation results show that the central store is sensitive to the increase in raw material prices by 11.44%, branch 1 is sensitive to an increase of 14%, and branch 2 is sensitive to an increase of 9.88%. Then for the decrease in the number of requests, for central outlets sensitive to a decrease in the amount of demand by 7.83%, branch 1 outlets are sensitive to a decrease of 8.96%, and branch 2 outlets are sensitive to a decrease of 6.42%. Based on the results of these calculations, it is concluded that the design of opening a Chipotatoes outlet business can be done by the owner.

Keyword — Chipotatoes, Feasibility, NPV, PBP, IRR